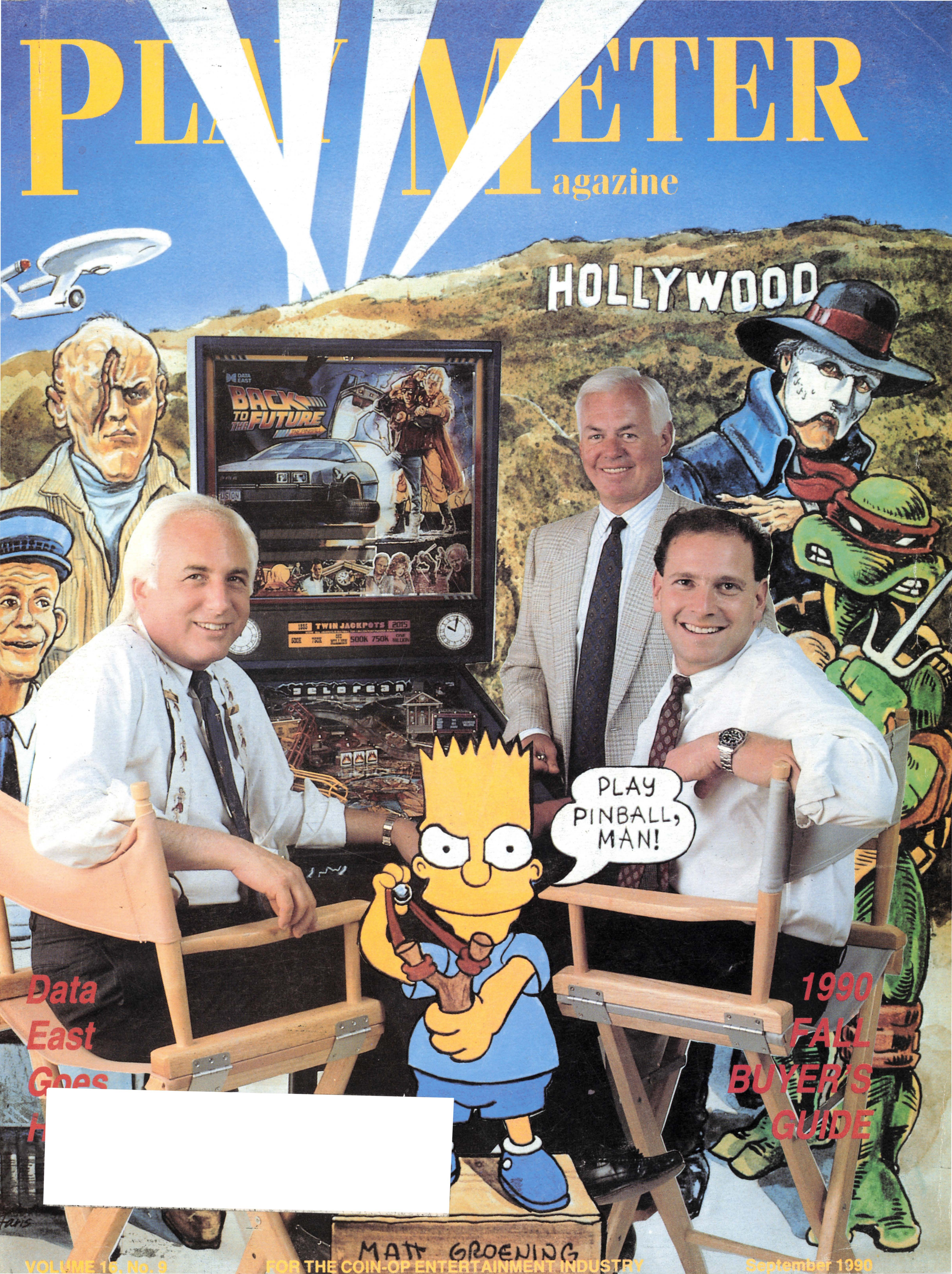
PLAY METER Magazine


HOLLYWOOD
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BACK TO THE FUTURE
TWIN JACKPOTS
PLAY PINBALL, MAN!
MATT GROENING

Data
East
Goes
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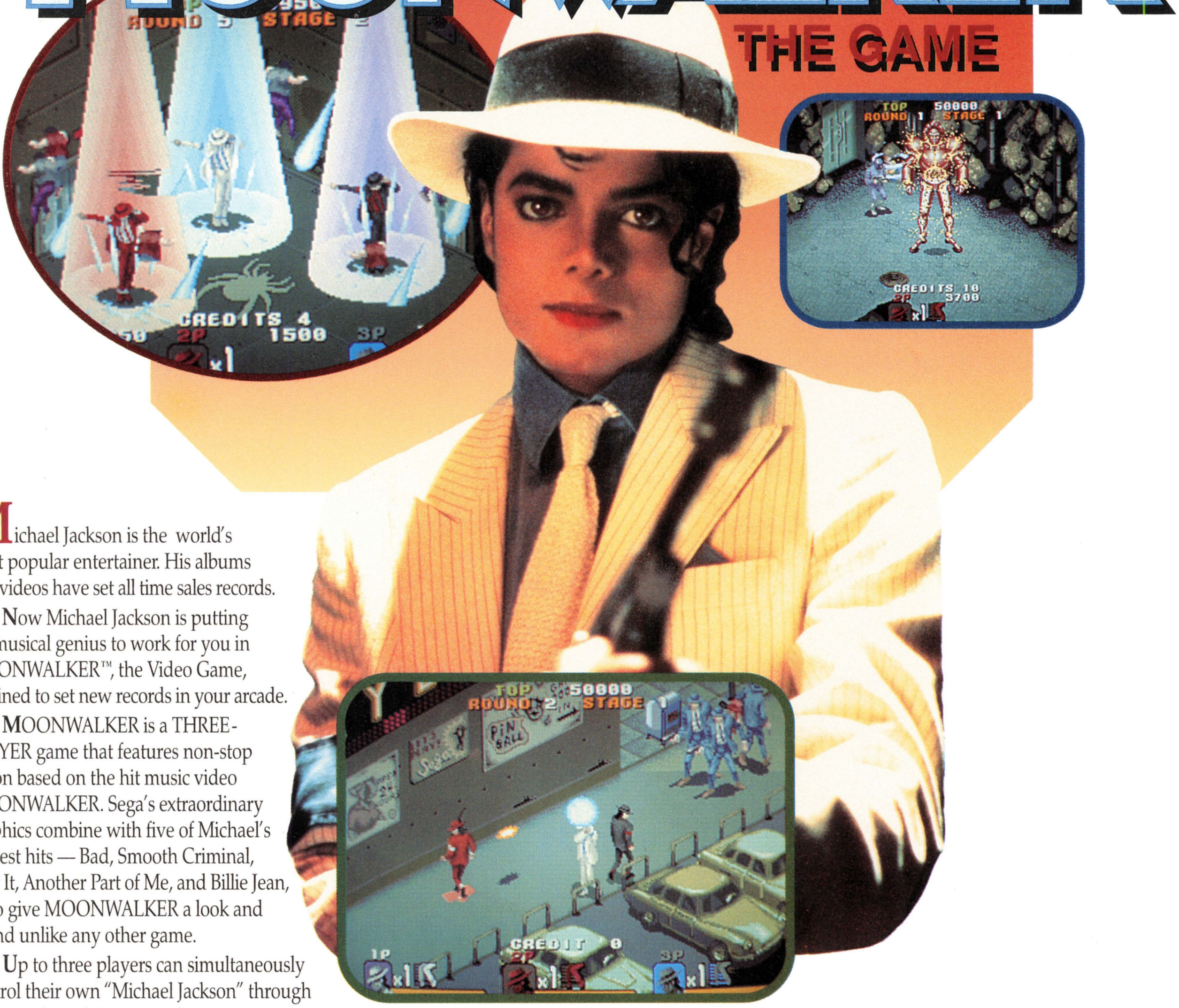
1990 FALL BUYER'S GUIDE

VOLUME 16, No. 9 FOR THE COIN-OP ENTERTAINMENT INDUSTRY September 1990

Introducing...

MICHAEL JACKSON'S MOONWALKER™

THE GAME



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NEWS BULLETIN

► **MANUFACTURERS COUNCIL FORMED...**A new 16-member group called the Manufacturers Council, the brainchild of AMOA president Jack Kerner, met for the first time in Chicago on Aug. 9. According to Kerner, "The idea behind the Manufacturers Council is to enhance communication between AMOA and the manufacturers who provide coin-op equipment."

These members represent each segment of manufacturing in the coin-op industry. Those present at the meeting, which Kerner termed a "fact-finding session," were Kerner, Craig Johnson, and John Schumacher of AMOA, Jerry Gordon of Rowe International (jukeboxes), Joe Dillon of Williams-Bally/Midway (pinballs), Jim Newlander of Atari Games (videos), Chuck Milhem of Valley Recreation Products (pool tables), Bill Rickett of Dynamo (air hockey and foosball), Bernie Powers of Merit (darts), Sal Mirando of SMS Manufacturing (video pokers and redemption), Kira Burdick and Steve Kinder of Mars Electronics (bill acceptors), Ed Sokolofski of Wico Distributing (parts, flippers, coils), Jack Regan of RJR (cigarettes), Bill Truman of Automatic Products (cigarette machines), and Mark Wood of Intellicall (pay phones).

Council representatives will serve revolving terms of an as-yet unspecified length, though it will probably be anywhere from one to two years, Kerner says. Each facet of the industry will always have representation on the Manufacturers Council. For example, should Gordon decide to depart after six months, another jukebox manufacturer would step in to fill out the term, ensuring a jukebox voice among the group.

Kerner will be the chairman for three years, with assistance from Johnson. When Kerner steps down, Johnson will assume the chairmanship for a three-year term and another AMOA member will be his right-hand man.

"We found that the dollar coin, a capital gains tax, and investment tax credit are all of mutual interest to us," Kerner said. "The main things we discussed at the first meeting were the upcoming AMOA show, dollar coin legislation, and the banning of cigarette vending machines. We plan to meet about four times a year, but that may go down to two or three in the future.

"Each meeting will have a formal agenda. We'll try to tie future meetings in with other major meetings going on within the industry, because it's likely that most of us would be planning to attend them. For example, our next meeting is in November at the IAAPA show in Washington, D.C."

Kerner stressed that the Manufacturers Council is *not* an attempt to sever relations with AAMA. "As I said, the purpose is to enhance the communications between vendors and manufacturers. Anything we can do toward that end would be beneficial to all."

► **SEEBURG QUELLS RUMORS...**Tom Siemieniec, vice president of operator sales for Seeburg, says the jukebox manufacturer has not gone out of business.

"We *are* in the process of working with various groups to refinance the company, but everything else is on track," he said. "We've had a temporary closure during the summer for inventory and vacations. Seeburg is still a viable company. Nick Hindman, Joe Pankus, Bob Breither, and our engineering staff are all here."

Siemieniec added that Seeburg will definitely be exhibiting at the AMOA show, though it is unsure whether any new product will be displayed.

► **RICCI ARRESTED...**Grayhound Electronics chairman Carmen Ricci was arrested in New Jersey on Aug. 22 along with 28 others, according to The Philadelphia Inquirer. He was charged with possession of gaming devices, racketeering, and conspiracy. The arrests stemmed from a year-long undercover investigation.

► **SNK SYSTEM BEING READIED FOR THE HOME...** According to the September issue of *Video Games & Computer Entertainment*, SNK is preparing to bring its *Neo-Geo* system to the home market. It is supposed to be released sometime this fall.

SNK declined comment when contacted, saying the article in *VG & CE* contained inaccuracies. The company said it would divulge more specific information in a few months.

► **ATARI WINS LAWSUIT...**Atari Games Corp. has won a jury verdict in a two-year-old lawsuit brought by Australia's largest video game distributor/operator.

Avel Pty. Ltd., one of several Australian video game companies owned by Malcolm Steinberg, filed suit in September 1988. It claimed Atari had breached an oral and implied contract that would have given Avel exclusive distribution rights for all Atari products in Australia for an unlimited period of time.

Atari, which had for many years granted distribution rights to Avel on a game-by-game basis only, countered that Avel's claims were "self-serving fabrications." It sought $3.6 million in compensatory damages, as well as unspecified punitive damages.

► **GORDON TO BE HONORED...**The Half Century Club will honor the late Jack Gordon at its Oct. 26 meeting in New Orleans, held in conjunction with AMOA Expo '90. A Pioneer Award will be accepted by Bob Breither on behalf of Gordon's wife, Muriel.

This will take place at the Williams' suite in the Marriott Hotel at noon. Food and drink will be served at the affair. In order to have an accurate count, those planning to attend should contact Steve Kordek at Williams as soon as possible. He can be reached at (312) 267-2240.

► **ROCKY MOUNTAIN AMOA SET...**The Rocky Mountain AMOA's 15th Annual Meeting and Convention will take place Sept. 7-9 at the Holiday Inn North in Denver. In addition to the exhibits on display, the three-day event includes a golf tournament, technical seminars, legislative and business meetings, and a banquet. For more information, call (303) 289-6200.

► **BUSH ELECTRONICS RELOCATES...**Bush Electronics has moved to larger manufacturing facilities. The address is 300 Ames St., Saginaw, MI 48602. The phone number is (517) 797-0200; the FAX is (517) 797-0069.

► **LOOK FOR EXCLUSIVE INTERVIEW...**Next month, we'll follow-up on the South Dakota video poker story in this issue with an interview with Susan Walker, executive director of the South Dakota Lottery Commission. Don't miss her insightful views on the fever that's sweeping the coin-op industry!

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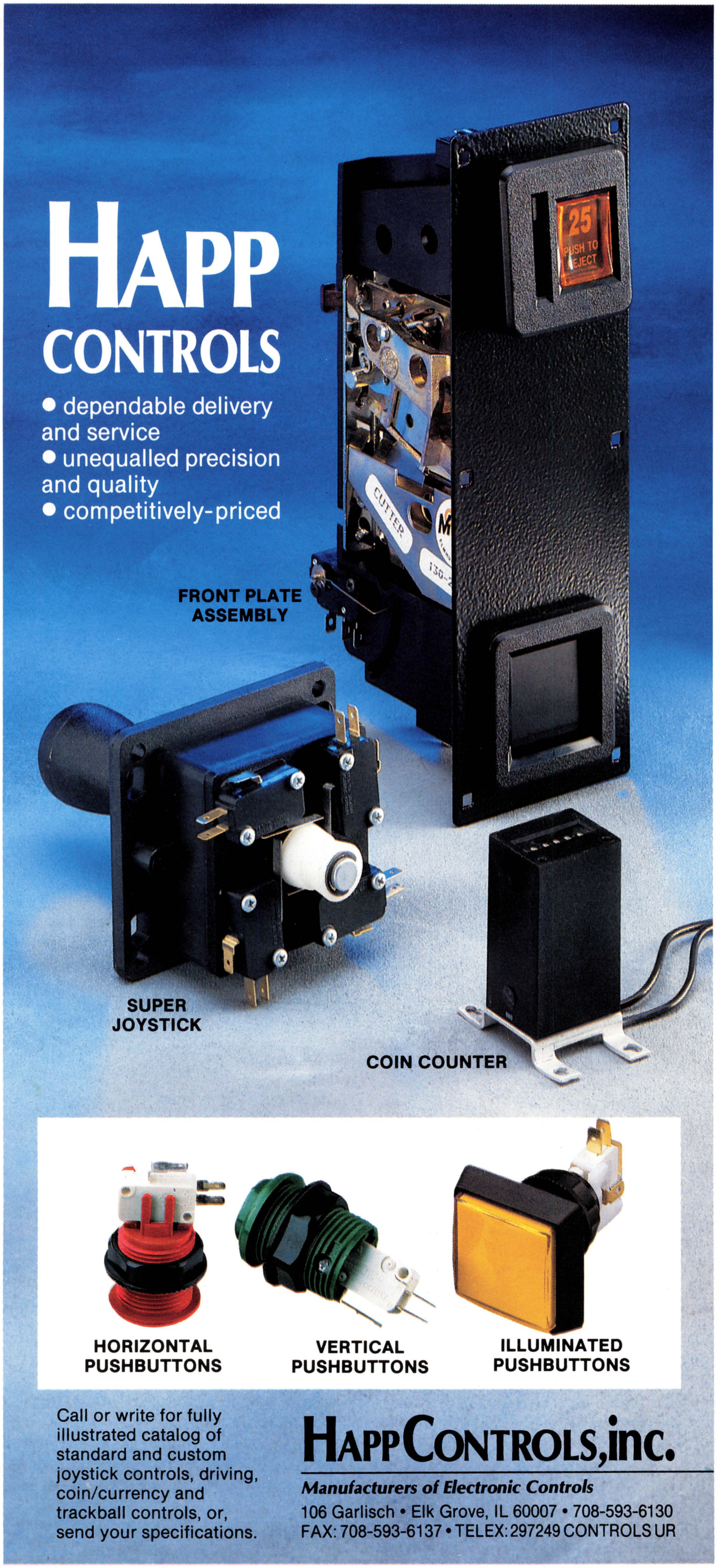
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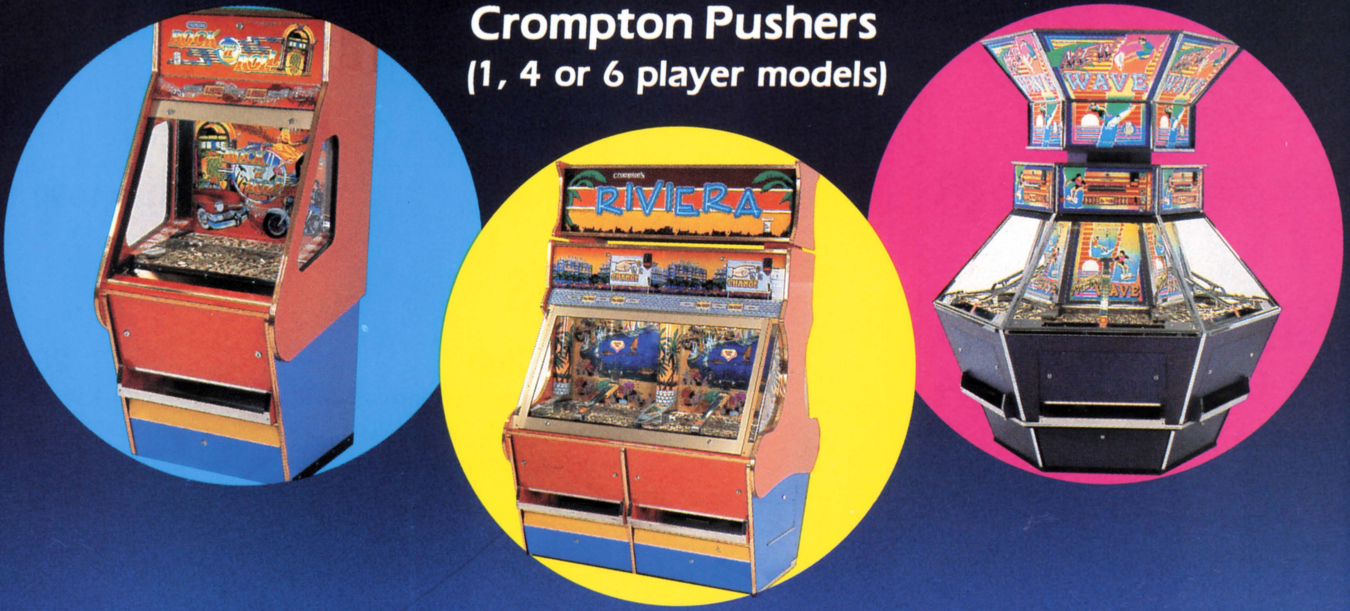

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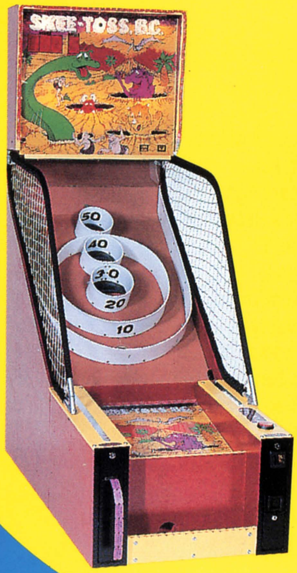

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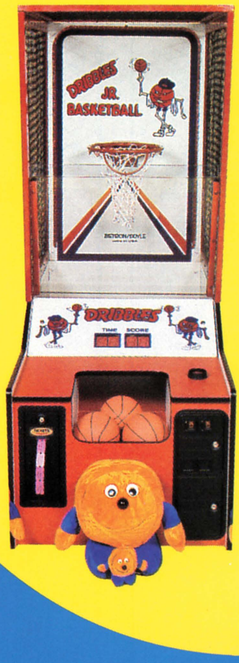

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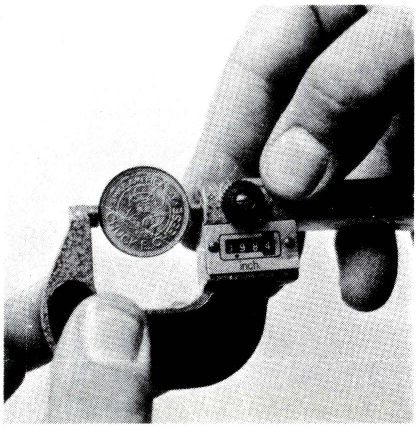

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A video gaming success story 54

Industry members fearful that legalized video gaming will create a casino-type atmosphere and alter the face of coin-op will quickly change their minds after a visit to South Dakota, where the venture is a quiet yet overwhelming success.

Fall Buyer's Guide 83

This annual catalog listing includes equipment in the categories of redemption, table games, novelties, cranes, kiddie rides, and specialty machines. Also check out the feature on page 68: "Future looks rosy for kiddie ride industry."

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COVER

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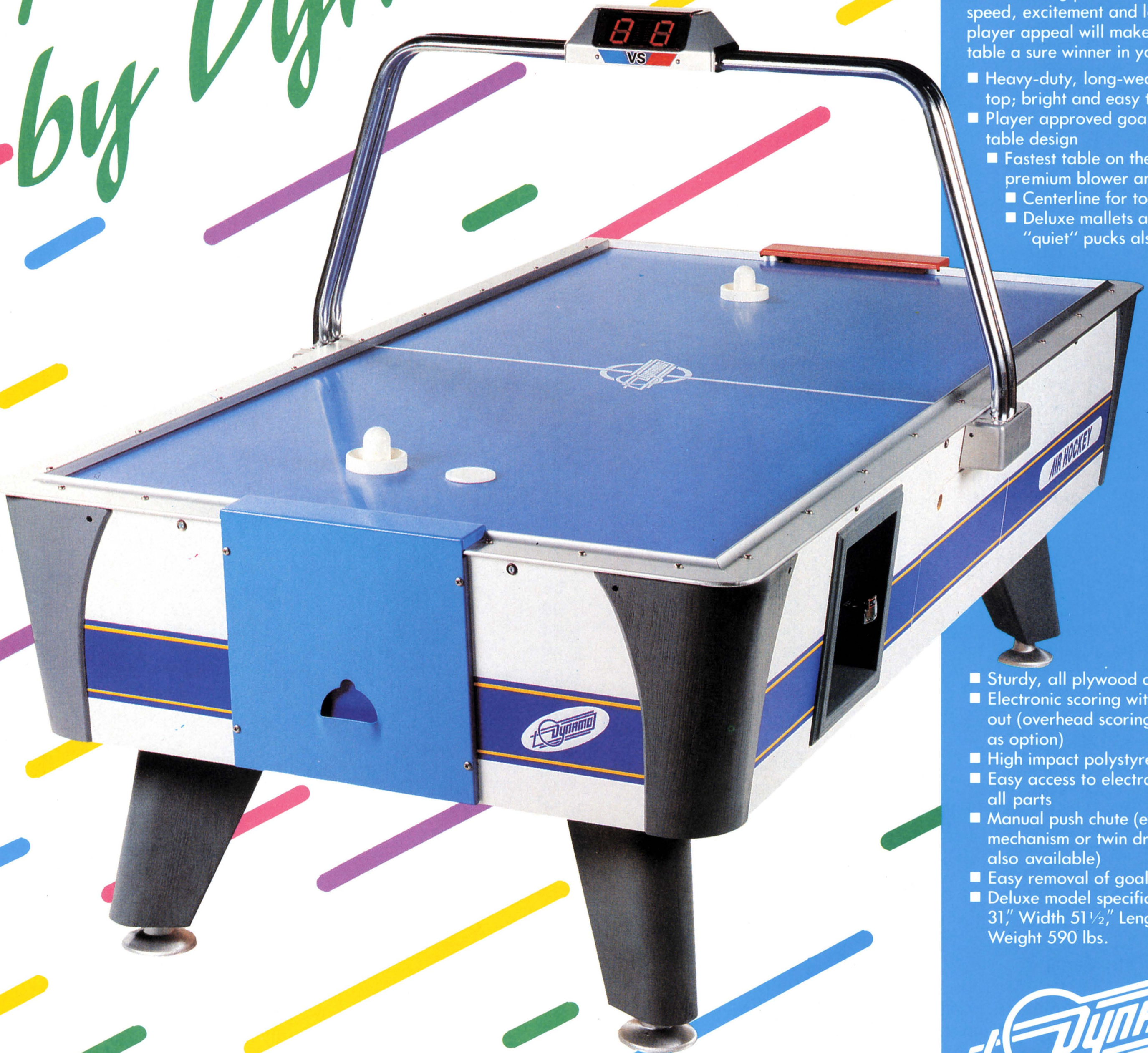

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EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Final Fight	Capcom	8.90	7	7	344
2. Hard Drivin'	Atari	8.90	17	17	820
3. TMNT	Konami	8.78	9	9	444
4. Four Trax	Atari	8.38	6	6	209
5. Whirlwind	Williams	8.29	7	7	326
6. Elvira	Bally/Midway	8.13	10	10	417
7. Earthshaker	Williams	8.11	17	17	758
8. Final Lap	Atari	8.11	16	15	591
9. Phantom of the Opera	Data-East	8.06	5	4	178
10. M.V.P.	Sega	8.06	4	4	134
11. Smash TV	Williams	8.00	4	3	133
12. G-LOC	Sega	8.00	2	2	87
13. Galaxy Force	Sega	8.00	1	1	38
14. WWF Super Stars	American Technos	7.84	14	13	574
15. Cyclone	Williams	7.56	17	17	632
16. Combatribes	American Technos	7.52	2	2	80
17. Arch Rivals	Bally/Midway	7.50	14	9	401
18. Rollergames	Williams	7.50	3	3	98
19. Hydra	Atari	7.50	1	1	32
20. Rai Den	Fabtek	7.50	1	1	31
21. Turbo Out Run	Sega	7.35	16	15	559
22. Cyberball 2072	Atari	7.33	11	8	316
23. Police Force	Williams	7.31	11	11	439
24. S.T.U.N Runner	Atari	7.21	8	6	223
25. Super Off Road	Leland	7.20	17	17	726
26. Golden Axe	Sega	7.08	14	14	531
27. Beast Busters	SNK	7.00	6	5	166
28. Bally Game Show	Bally/Midway	6.94	6	3	120
29. Banzai Run	Williams	6.93	1	1	22
30. Tetris	Atari	6.91	13	6	214
31. High Speed	Williams	6.91	12	8	232
32. Track-Pak	Leland	6.85	4	3	95
33. Aliens	Konami	6.84	5	3	147
34. Cyberball	Atari	6.83	8	1	146
35. Out Run	Sega	6.78	17	13	531
36. Monday Night Football	Data East	6.76	10	7	287
37. Pinbot	Williams	6.75	14	11	272
38. Taxi	Williams	6.74	17	13	482
39. RoadBlasters	Atari	6.73	13	8	188
40. Super Hang On	Sega	6.71	14	1	263
41. Magician Lord	SNK	6.70	1	0	10
42. Pool Sharks	Bally/Midway	6.67	4	2	86
43. Mercs	Capcom	6.65	4	3	126
44. Mousin' Around	Bally/Midway	6.65	8	3	122
45. All American Football	Leland	6.64	9	7	261
46. Operation Thunderbolt	Taito	6.57	16	14	529
47. Bad Cats	Williams	6.56	8	6	180
48. Jokerz!	Williams	6.54	16	13	462
49. Black Knight 2000	Williams	6.52	11	8	257
50. AfterBurner	Sega	6.47	15	3	225

EQUIPMENT POLL

VIDEO KITS

GAME	MFG.	POINT VALUE
1. Final Fight	Capcom	8.90
2. M.V.P.	Sega	8.06
3. WWF Super Stars	Am. Technos	7.84
4. Combatribes	Am. Technos	7.52
5. Arch Rivals	Bally/Midway	7.50
6. Hydra	Atari	7.50
7. Rai Den	Fabtek	7.50
8. Turbo Out Run	Sega	7.35
9. Cyberball 2072	Atari	7.33
10. Golden Axe	Sega	7.08
11. Tetris	Atari	6.91
12. Track-Pak	Leland	6.85
13. Aliens	Konami	6.84
14. RoadBlasters	Atari	6.73
15. Magician Lord	SNK	6.70
16. All American Football	Leland	6.64
17. Baseball Stars	SNK	6.44
18. Snow Bros.	Romstar	6.41
19. Meta Fox	I-VICS	6.40
20. Columns	Sega	6.38
21. Capcom Bowling	Capcom	6.27
22. Buster Bros.	Capcom	6.25
23. Cadash	Taito	6.25
24. Tri-Sports	Bally/Midway	6.21
25. Tecma World Cup '90	Tecmo	6.20

VIDEO DEDICATED

GAME	MFG.	POINT VALUE
1. Hard Drivin'	Atari	8.90
2. TMNT	Konami	8.78
3. Four Trax	Atari	8.38
4. Final Lap	Atari	8.11
5. Smash TV	Williams	8.00
6. G-LOC	Sega	8.00
7. Galaxy Force	Sega	8.00
8. S.T.U.N Runner	Atari	7.21
9. Super Off Road	Leland	7.20
10. Beast Busters	SNK	7.00

PINBALLS

GAME	MFG.	POINT VALUE
1. Whirlwind	Williams	8.29
2. Elvira/Party Monsters	Bally/Midway	8.13
3. Earthshaker	Williams	8.11
4. Phantom of the Opera	Data East	8.06
5. Cyclone	Williams	7.56
6. Rollergames	Williams	7.50
7. Police Force	Williams	7.31
8. Bally Game Show	Bally/Midway	6.94
9. Banzai Run	Williams	6.93
10. High Speed	Williams	6.91
11. Monday Night Football	Data East	6.76
12. Pinbot	Williams	6.75
13. Taxi	Williams	6.74
14. Pool Sharks	Bally/Midway	6.67
15. Mousin' Around	Bally/Midway	6.65

FROM THE EDITOR

Nothing endures but change

Seeing the country accept a dollar coin would be ideal for the coin-op industry and the other members of the Coin Coalition who are lobbying for the change. We know that it could be an advantage and have been touting those reasons why to anyone willing to listen. And while we can recite the pros—including an annual $318 million savings to the government—there are groups that can match us reason for reason with the cons.

For example, Donna Pope, director of the U.S. Mint and L. Nye Stevens of the General Accounting Office are not in favor of seeing a new dollar coin. Pope is flat-out opposed to the idea and Stevens agrees, to an extent. Pope has said that she sees little indication of public support. She grants that machines may like coins, but people like bills.

She added that without substantial public support, the proposed Christopher Columbus dollar coin would not be any more successful than its predecessor, the Susan B. Anthony. Half of the 857 million Susies remain in storage. Pope points out that if the coins were melted down, the Treasury would have to write off $415 million in bookkeeping seigniorage. "No one is yet proposing to get rid of the Susies, but no one wants the things either," she said.

Although Stevens somewhat agreed, he conceded that it would have a chance of acceptance *only* if the dollar bill was phased out within a short period of time. He noted that foreign governments can impose unpopular measures, but the American Congress enjoys no such power.

And this is where it stands, two very distinct, opposing views. A Gallup Poll suggests that 59 percent of the public is opposed to the idea of a dollar coin. OK, but that means that 41 percent are *not* opposed to it! That's where this issue will be resolved—at the public level. The public does not forget so quickly the fiasco of the Susan B. With a choice of the familiar paper buck or the new Susie, it's not surprising that few rallied to the new coin. I'm not really sure, but I think this is why the metric system is in limbo. The public has more or less refused to change, although a few things have slipped through (the two-liter drinks, for example). It would take a lot of convincing to prove that going to metric would be a change for the better. But if a group believed strongly enough, I guess it would change.

We should know well how strong public opinion can be. Remember when the fly-by-nights opened arcades that were inferior to anything we had previously? And do you remember when those were the only places that seemed to draw attention? We not only had to convince the public that the industry was legit, we also had to explain that those places were not the norm. It's bad enough to struggle for acceptance; it's worse when you have to fight preconceived notions. In fact, our industry has been doing just that for many years.

An editorial in the Denver Rocky Mountain News talked about the new dollar coin. It stated, "Old habits die hard, and polls show many people don't think this is the greatest idea. But if the new coin is minted, and the dollar bills are trashed, life will be easier, especially when it comes time to belly up to the vending machine, where dollar-plus items are common. The idea makes sense. We hope that doesn't doom it."

I think the 41 percent of the public that doesn't oppose the coin are a positive indication that it can be done. You have probably all seen this quote cross stitched and framed, "God grant us grace to accept with serenity the things that cannot be changed, courage to change the things which should be changed, and the wisdom to distinguish the one from the other."

I hope that we all continue to show courage in our efforts to change that which should be changed, in this case, a dollar coin instead of a paper one. ☐

Valerie Cognevich

Valerie Cognevich
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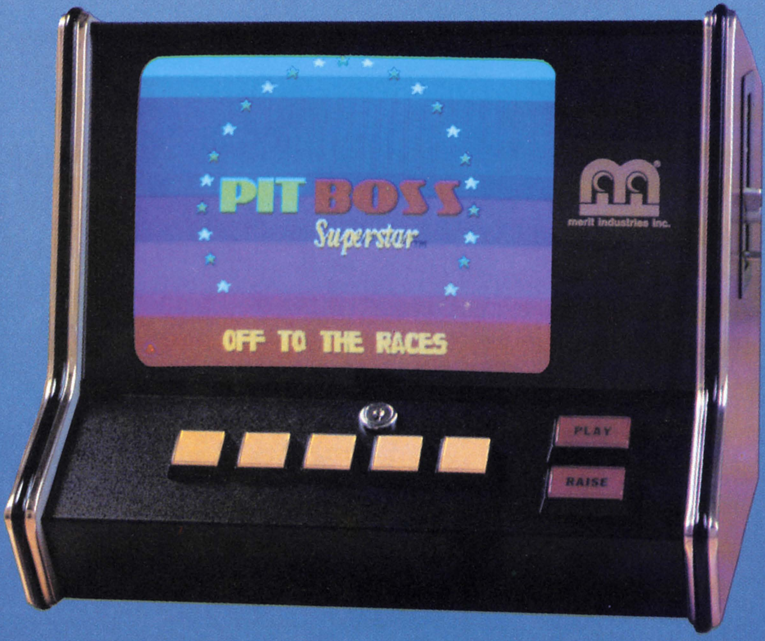

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Atari unveils games in The Big Apple

The headquarters of Warner Communications served as the backdrop for Atari Games' Aug. 2 launching of its two new games, *Race Drivin'* and *Pit-Fighter*.

More than 75 distributors from around the world gathered to preview the new product. *Race Drivin'* is the much-anticipated sequel to the wildly successful driving simulator, *Hard Drivin'*. *Pit-Fighter* is a three-player upright featuring another Atari innovation: it's the first game designed entirely with digitally processed graphics, which give a realistic, live-action look and feel.

Warner Communications was chosen as the meeting's site in recognition of the change in stock ownership that occurred in June, with Time-Warner Inc. remaining as the majority shareholder of Atari Games.

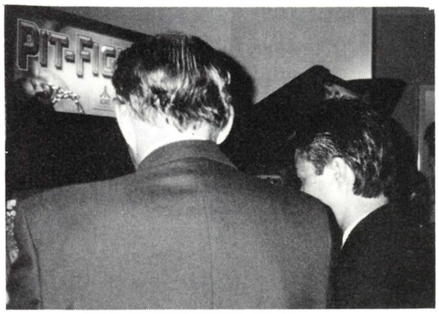
''Because we are an entertainment company, we are pleased to be involved with Atari once again,'' said Ed Hamowy, Time-Warner senior vice president. ''We believe there will be opportunities to work together to evolve our companies.''

Atari marketing director Mary Fujihara introduced the games via a video demonstration and slides, all in the private Warner Bros. screening room. She presented *Race Drivin'* as a second generation *Hard Drivin'*, with many new features and twice the number of tracks.

''Most sequels rarely live up to expectations, but *Race Drivin'* is even better than its predecessor,'' Fujihara said. She also cited excellent early game earning reports and a high degree of distributor awareness for *Pit-Fighter*.

Following the presentation, distributors were given hands-on product demonstrations. Deliveries of both games were scheduled for August from Atari's California factory and September from its Irish factory.

Look for more detailed descriptions and pictures of these new games in our October ''What's New'' section.



Distributors gathered in New York City on Aug. 2 to inspect Atari Games' latest product, *Pit-Fighter* (top) and *Race Drivin'* (bottom). That's Steve Koenigsberg of State Sales (r) and Jim Niblock of Pacific Vend (l) checking out *Race Drivin'*, Atari's sequel to *Hard Drivin'*.

Williams, Bally kick- off national promotion

Williams Electronics Games, Bally/Midway, and Bresler's Ice Cream & Yogurt have pooled their resources and marketing savvy to create a sweepstakes that's running through Sept. 30. Players of all ages will be eligible to win the latest, full-size pins and videos from Williams and Bally/Midway.

The ''Game-A-Rama'' promotion is being held in the hundreds of Bresler's locations across the country.

''This joint promotion is a natural among the three companies,'' said Leslie Ross, sales manager for Williams. ''All three market 'good times' to their customer base with special emphasis on kid appeal.''

Six grand prizes will be awarded, along with four first prizes at each shop. The grand prizes are Williams' *Diner* and *Rollergames* pins and the video *Smash TV*, along with Bally/Midway's *Pool Sharks* and *Radical* pins and the video *Pigskin 621 A.D.*

''This exposure grants us a unique forum for our games,'' said Bally/Midway sales manager Robert Lentz. ''It's terrific to be tied-in with a company of Bresler's quality and industry leadership position.''

Capcom names Walker sales manager

Capcom USA has appointed Jeff Walker to the post of national sales manager for the coin-op division. His responsibilities will include sales and marketing of video and the company's newly formed redemption product lines.

Walker formerly had his own company, Geoffco, which handled North and South American distribution for Mendes' *Bowlingo* game. His company, along with these distribution rights, were purchased by Capcom on June 1.

''We are very excited to have the experience and talent of a Jeff Walker working on the Capcom team,'' said Bill Cravens, vice president of sales and marketing.

Jeff Walker

Beckham appears before subcommittee

Ohio operator Bill Beckham, who led the court fight to have parallel game boards declared legal in the United States, was recently invited to speak before the Congressional Subcommittee on Intellectual Property in Washington, D.C.

The purpose was to persuade the subcommittee to adopt an amendment to the current copyright law, allowing operators to "publicly perform" or use a printed circuit board once they have purchased it from a legitimate source.

"This all started immediately after the Supreme Court turned down a request to hear our (American Operators for Equal Treatment) test case," Beckham said. "Our attorney, Richard Stern, drafted a proposed amendment. I sent letters out to congressmen and made phone calls and visits to Washington. Now, thanks to Richard Stern's diligence and much behind-the-scenes work by the AMOA, Congress has gotten our message. I am cautiously optimistic."

Continued Beckham, "Nothing is certain; this is still in the early stages of the bill. However, it doesn't take a genius to figure out that the appellate court's interpretation...doesn't make a lot of practical sense. My hope is that Congress will see how illogical this conclusion really is and adopt the amendment as part of a pending bill. We'll see what happens."

Valley wins export award

On June 27, Valley Recreation Products was awarded the President's "E" Award for export excellence, given in recognition of the company's contributions to increasing U.S. exports. The presentation was made in Washington, D.C., by Susan Schwab, Assistant Secretary of Commerce, and Rep. Bob Traxler from Michigan's 8th Congressional District.

"This honor is especially meaningful to us because it proves our strategy has been sound," said Valley president Chuck Milhem. "By making international marketing a high priority, and through the consistent, enthusiastic effort of our people, we are one of only 30 firms to receive this award. Our sales of electronic dart games overseas have gone from less than four percent of gross sales in 1985 to 50 percent in 1989."

To qualify for the award, which was created by executive order of the president in 1961, a company must show a substantial increase in export volume over a four-year period. This volume must constitute a significant portion of total product sales and/or be materially in excess of the industry's average percentage.

Valley Recreation Products has been awarded the President's "E" Award for outstanding achievement in export expansion. Present at the ceremony in Washington, D.C., were, (l-r): James Griffiths, Valley vice president for international operations; Rep. Bob Traxler, congressman from Michigan's 8th District; Valley president Chuck Milhem; and Susan Schwab, U.S. Assistant Secretary of Commerce.

U.S. Customs nabs board trafficker

After a lengthy investigation, the U.S. Customs Service in New Orleans arrested Dominic Flagiello of Woodbridge, Ontario, on July 13 for trafficking in illegitimate video game boards.

Flagiello was charged with smuggling, infringement of copyrights, and aiding and abetting. He was released on bond and had his travel restricted between Canada and New Orleans. A trial has tentatively been set for September.

Flagiello was charged under the Canadian Fraud Act by the Royal Canadian Mounted Police in 1986. Though the charges against him were ultimately dropped, his company plead guilty and was fined by the Canadian courts.

"This has been an ongoing and lengthy investigation by the U.S. Customs Service," said Bill Kidwell, director of investigations for the American Amusement Machine Association (AAMA). "It is indicative of the fact that the U.S. Customs Service continues to work diligently in protecting the copyrights and trademarks of amusement machine manufacturers."

He added that a number of counterfeit video game investigations are currently underway by the U.S. Customs Service and RCMP.

One More Time
10,000

On July 16, Deutsche Wurlitzer GmbH celebrated the manufacture of its 10,000th *One More Time* jukebox. Pictured with the jubilee model, a CD unit, are, (l-r): Hans-Gunter Schupp, production director; Hans Domberg, general manager; Georg Seidel, development director; and Norbert Lohre, marketing director.

Vending Times' Lou Perfidio (l) and Jeremy Tepper (r), along with operator Ken Goldberg of Emerson Amusement Co. (c), took part in the "Chicken Pickin' Pinball Bonanza" in mid-June. Machines from Williams and Bally/Midway were set on free play at the Z-bar in New York City. Music was provided by the World Famous Blue Jays, a band featuring Tepper on guitar and lead vocals.

Coin Concepts chosen as exclusive distributor

K.W. Systems Inc. of Kent, England, has appointed Coin Concepts Inc. its exclusive U.S. distributor. Coin Concepts has been distributing products made by K.W. for two years on a non-exclusive basis.

Among the games manufactured by K.W. are *Starburst*, a one-player coin pusher, and the six-player *Gold Mine*. A three- or four-player unit, *Fairground Attraction*, will be shown at the upcoming AMOA and IAAPA shows.

Changes at Merit

Mort Ansky, Merit Industries' vice president of sales and a nine-year company veteran, has left to pursue other interests. Taking the position of director of sales is David Rubinstein, who has been with Merit for eight years.

"David has been the pillar of Merit's sales team for a number of years and will be taking on a strong new leadership role," said Merit president Peter Feuer. "He will be directing the national sales team, developing sales strategy for the broad variety of product lines manufactured by Merit, and concentrating on strengthening relationships will all Merit distributors."

Said Rubinstein, "I plan to lead our team to new levels of achievement in the '90s. Our product lines have never been stronger, and the team unity and commitment within Merit to provide better service and support has never been higher. Distributors and operators alike will feel the difference in the new approach at Merit."

Announcements of further additions to the sales staff will follow shortly.

Edison Brothers fills positions

Executive positions at Edison Brothers Mall Entertainment, a division of Edison Brothers Stores, have been named by president Andrew Halliday. Among them are John Denlinger, vice president of operations; George McAuliffe, director of anchor entertainment centers; Dan O'Connell and John E. Hayes, divisional sales managers; Rich Long, vice president of purchasing; and Lisa Merenda, director of marketing and administration.

Edison Brothers Mall Entertainment operates the Time-Out and Space Port entertainment centers.

USAA adds auctions

United States Amusement Auction Co. (USAA), which has been in the music and games auction business since 1983, is adding more sites this fall and next spring. Ric Stephan, one of USAA's partners, says the company is trying to cover as many geographic areas as possible.

Among the future auction sites are Dallas (Nov. 17), Miami (Jan. 5), Tampa (March 16), and Anaheim (Feb. 23). USAA will continue its numerous auctions in Indianapolis, Columbus, and Pittsburgh during this span.

For additional sites and dates, call (812) 333-9939.

Smart Industries promotes Anderson

Joe Anderson, who worked previously in Smart Industries' purchasing department, has been promoted to plant manager in an administrative capacity. He will be involved with every phase of production.

One area of concentration will be production line "flow." Anderson would like to see improvement in the step-by-step phases of production and a more efficient use of work space. Said Anderson, "Teamwork is the key to achieving Smart Industries' goal as a major corporation. We have a fine work force here. With teamwork and proper production planning, we can maximize factory performance to its full potential."

Joe Anderson

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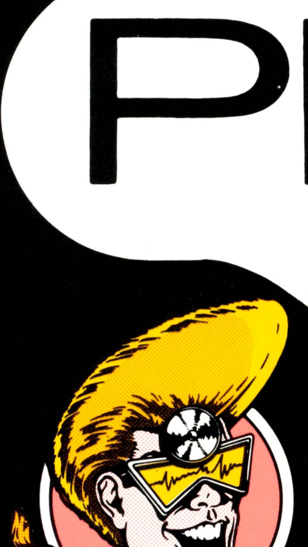

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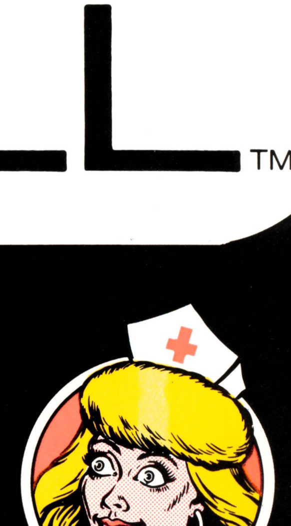

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Standard appoints Keller

Standard Change-Makers Inc., a leading manufacturer of bill changers located in Indianapolis, has named William Keller to the post of Western regional manager. Keller, who has been the company's sales manager for this region during the past five years, succeeds Jack Ewald. He retired after 40 years with Standard.

As the new regional manager, Keller will be responsible for the operation of the company's sales and service center in Santa Fe Springs, Calif., along with distributor relations in 11 Western states.

William Keller

Seymour passes away

Play Meter extends condolences to the family of Hoke Seymour, the founder and chairman of Seymour Music Co. in Sarasota, Fla., who died in July at the age of 84.

A Georgia native, he founded Seymour Music in 1951 and was active there until last year. The company is now run by his two sons, Stan and Charles. Stan is a member of the AMOA board of directors.

In addition, Seymour is survived by his wife, Catherine, and a daughter, Dianna.

There are games and rides of all types at Sindbad's.

Sindbad's celebrates its 10th anniversary

Sindbad's Wonderland, the largest family entertainment center in the U.A.E. (United Arab Emirates), celebrated its 10th anniversary in June with flair. A raffle dispensed over $50,000 in prizes to Sindbad's customers, including the grand prize: a one-kilo, 24-karat gold bar.

Sindbad's location in Dubai occupies more than 15,000 square feet; it's in the Al Ghurair Centre, the U.A.E.'s biggest shopping complex. The company also has two other stores in Abu Dhabi. Each features coin-op equipment for the entire family: videos, pins, foosball, kiddie rides, novelties, driving simulators, and a wide assortment of redemption.

General manager Ishwar Chugani says to watch for a new Sindbad's location in mid-1991. It will be a 20,000-square-foot indoor amusement center with all of the latest and greatest machines. "The design and theme of the place will be comparable to the best centers in the United States, Europe, and Japan," Chugani said.

Congratulations, Sindbad's, for 10 successful years in business. May you have many more!

Companies change addresses

The following three companies have moved to new addresses:

American Technos Inc. is no longer in its Cupertino, Calif., office. The company can be reached at 4805 S.W. Griffith Dr., Beaverton, OR 97005. The phone number is (503) 643-9768; FAX (503) 644-1482.

Coin Controls' new site is 1850 Howard St., Elk Grove Village, IL 60007-3499. The phone number is (708) 228-1810 or (800) 323-8174; FAX (708) 228-1833.

Audio Visual Amusements is now located at 2301 Olive St., St. Louis, MO 63103. The phone number is (314) 421-5100.

Seminars, special events set for AMOA Expo '90

A host of educational seminars and special events are scheduled for the upcoming AMOA Expo '90 in New Orleans on Oct. 25-27. Some events will take place before the show floor opens, on Oct. 24.

Here is a partial list of the seminars: Pinball Firing Line; Equipment Budgeting; Dart, Pool & Pinball Leagues: Your Key to Profits; How to Market Your Jukebox & Maximize Income; Redemption: The Best Is Yet to Come; How A Small Operator Can Keep the Competitive Edge; Monitor Repair; Family-Owned Businesses; The New Jukebox Licensing Agreement; Game Conversions: Painless & Perfect; Video Gaming Amusement Equipment: Industry Regulators Working Together; and The Future of Music: Vinyl, CD & Video Jukeboxes.

In addition to the seminars and activity on the show floor, the AMOA has arranged an assortment of outside events for attendees. They are as follows:

AMOA Member Welcome Reception: All AMOA member attendees are invited to the reception on Wednesday, Oct. 24, from 6-8 p.m. It will take place at the Hyatt Regency New Orleans. There will be plenty of complimentary hors d'oeuvres and Crescent City entertainment. (You must be wearing your membership badge to attend.)

First Annual AMOA Expo Golf Outing: This golf tournament is open to all attendees. The course is Eastover Golf & Country Club, an 18-hole, 6,700-yard beauty nominated in 1988 as one of the best private courses in the U.S. by *Golf Digest* magazine.

The cost is $76 per person. That includes transportation from your hotel, green fees, a sleeve of balls, coffee and beverage service, and lunch. A registration form will be sent after Sept. 1 to all those registering before the Sept. 1 early registration deadline. The form, along with a check, must be returned at this time to make a reservation. (You can pair your own foursome or let AMOA do it).

Spouses' Lunch & Tour: This tour—set for Thursday, Oct. 25, from 10:30 a.m. to 4 p.m.—includes a stroll through the French Quarter to the Hermann-Grimma House. It will be followed by lunch at Arnaud's, one of the city's legendary Creole restaurants (don't miss the spicy shrimp Arnaud!).

After lunch, there will be a motorcoach tour of New Orleans' many historic neighborhoods, as well as a visit to the Longue Vue House and Gardens. The tour concludes with a stop in the Garden District and a visit to a private home. The cost is a $5 donation to AMOA's Hesch Scholarship Fund. If you plan to attend, check the appropriate line on the registration form.

Awards Show & Banquet: This event always features some of the biggest names in popular music. Peter Noone, formerly of Herman's Hermits, will be the emcee again this year. The Everly Brothers have been confirmed to perform; others will be announced in the coming weeks.

The awards portion of the program honors the best jukebox records and CDs of the year, as well as the annual AMOA Games and Cigarette Vending Machine Promotion Awards. Also to be honored will be the new inductees into AMOA's "Jukebox Legends Hall of Fame."

Reserve your seats by checking the appropriate line on the registration form.

Operators across the nation have been mailed ballots for these awards, handed out to deserving individuals or companies in some 17 categories. The winners will be announced at the show.

The following are some of the categories and nominees:

Most Played Video Game (Dedicated): *Teenage Mutant Ninja Turtles* (Konami); *Super Off Road* (Leland); *Turbo Out Run* (Sega); and *Mercs* (Capcom).

Most Played Pinball Game: *Mousin' Around* (Bally/Midway); *Elvira and the Party Monsters* (Bally/Midway); *Earthshaker* (Williams); and *Whirlwind* (Williams).

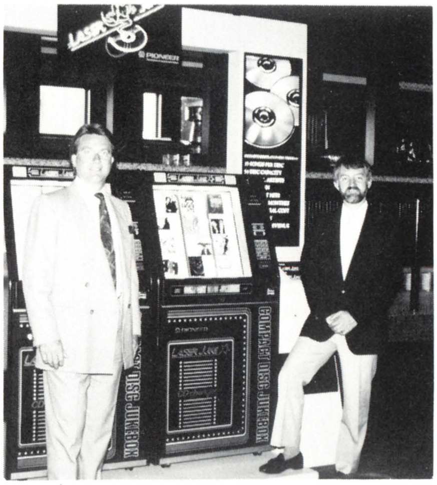
Most Popular Other Game: *Top Dawg* shuffle alley (Williams); Dynamo air hockey; *Skee-Ball* (Skee-Ball Inc.); and Grayhound basketball.

Jukebox Pop CD of the Year (new category): *Full Moon Fever* (Tom Petty); *Girl You Know It's True* (Milli Vanilli); *Forever Your Girl* (Paula Abdul); *Nick of Time* (Bonnie Raitt); and *Rhythm Nation 1814* (Janet Jackson).

Other new categories include Jukebox Country CD of the Year, Jukebox R&B CD of the Year, Most Played Dart Game, Most Played Pool Table, and Most Played Jukebox.

Those who returned their ballots by Aug. 31 became eligible to win a first-prize drawing: two round-trip tickets to AMOA Expo '91 in Las Vegas on Sept. 12-14. Second prize is three nights lodging in Las Vegas for the show. Five names will be drawn for third prize, a pair of tickets for the Expo '91 Awards Show & Banquet. The winners' names will be drawn at the banquet; entrants need not be present to win.

For more information on AMOA Expo '90, contact AMOA headquarters in Chicago at (312) 565-4602.



The Roth Novelty Co. in Wilkes-Barre, Pa., recently sponsored two demonstration shows of the Pioneer *Laser Juke* CD jukebox in Philadelphia and Wilkes-Barre. Pioneer's Jerry Sheaks (l) and Bill La Hart (r) explained all phases of the jukebox and the company's compilation CD program. La Hart joined Pioneer in June as its Eastern region sales manager. He had worked for 19 years at Upstate Vending Service in Lake Placid, N.Y., serving as owner and president for the past nine years.

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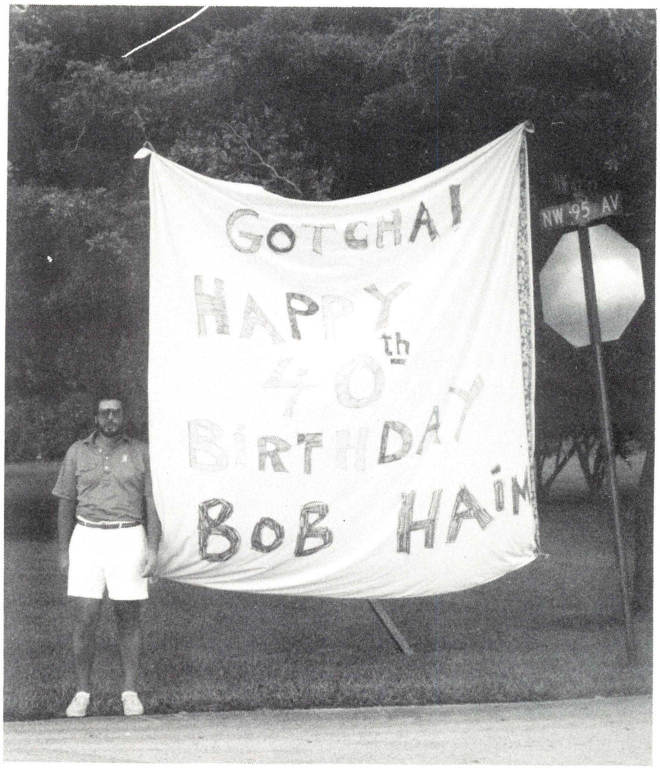
NEWS

Here are the newly elected officers for the Ohio Coin Machine Association, who will serve a term from 1990-'91. Front row, (l-r): Joseph T. Cardone, first vice president; Ronald J. Rentz, president; Carl J. Brown, second vice president. Back row, (l-r): Raymond L. Lonsway, treasurer; Judith Martin, executive director; and Lowell A. Wessels, secretary.



Bob Haim of Brady Distributing in Florida was not about to turn 40 quietly. Despite requests to keep his July 21st birthday hush-hush, his family and friends gave him constant reminders. They put "Happy Birthday" balloons in the locker room of his golf club. They draped a king-size sheet heralding the dreaded day across his car. And, as this picture shows, his neighbors were not about to be out-done.

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UP FRONT

Looking at the South Dakota experience

South Dakota is fast becoming the state with video poker guidelines to emulate. As video poker legislation draws nearer in many other states, experiences in South Dakota and Montana are proving invaluable to state associations, operators, distributors, and video poker manufacturers. The industry is getting to ''know the ropes'' as far as political action is concerned. Manufacturers are improving upon their already successful product, often having to customize that product to meet special requirements.

What has the South Dakota experience meant to the local operators? Are all of them happy, or are some dissenters? Could there possibly be a downside? Only seeing it in person and talking to South Dakota operators and their locations did I feel I could really relate the story. After attending the Wisconsin Amusement and Music Operators (WAMO) spring conference and trade show I was literally ''all fired up'' to visit the Coyote State, or Sunshine State as it is called.

Having held my breath recently when Louisiana looked like a ''shoe-in'' for passing video poker legislation, I was even more interested in what made South Dakota an apparent success. There are some parallels between Louisiana and South Dakota, the main one being that the economy of both states is based primarily on agriculture and tourism.

South Dakota is ranked the sixth largest state with 77,047 square miles in area. The state population totals 705,800, much of it concentrated in Sioux Falls (87,800), Rapid City (49,100), and Aberdeen (25,800). None of these numbers can rival larger metropolitan areas that boast over one million in population alone. South Dakota fits the profile of states with positive video poker legislation: large land mass and low population figures. This profile may change in the future if Wisconsin is successful in its bid to become the next state to legalize video poker.

I was told in advance that I wouldn't see crowds of people elbowing each other to reach those video pokers in South Dakota. There's no rush or panic to play the games. But they have added over $10 million to the state's coffers and made routes more stable for operators. Like Charles Kurault, I just had to be there. I hope the resulting story gives a clearer picture of what the new law has meant to one state's operators.

An industry veteran who has serious concerns about the impact of video poker on other amusement equipment and the industry as a whole, told me during the Louisiana Legislature's discussions that I sounded like I was in favor of legalized video poker. My response: ''It's coming like the tide.''

It will be slow and gradual, or the manufacturers won't be able to keep up with product demand, but it's coming. When we receive replies to this year's State of the Industry Survey we are sure to see even more ''write-in'' comments about poker, echoing one of last year's statements: ''Poker legislation is the world of the future for our industry whether we like it or not. We should work toward this end on all levels.'' (N.Y.)

A combination of disappointing videos, high prices, low price per play, and location demand are making it hard to pass up video pokers. If your competition down the street is taking in good money from the games you're tempted to do the same, even if you would prefer to wait patiently for your state to legalize them. Heck! If an operator is going to spend big bucks on a game it might as well be one that has staying power. Poker doesn't go out of style. ☐

Bonnie Theard

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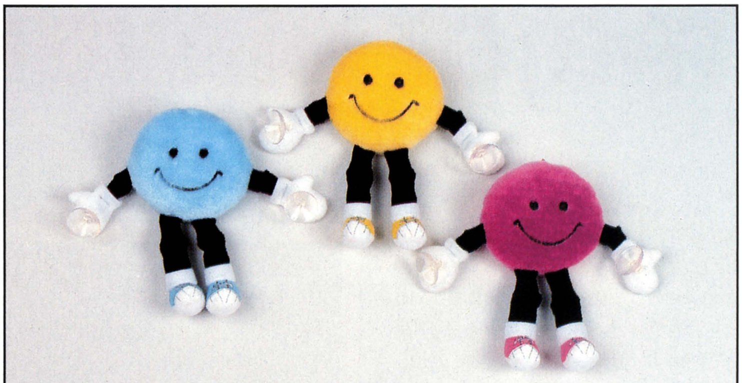

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It's hard to believe that it's been only four years since Data East Pinball was born. In that short time, the company has taken its place next to the other great Chicago pinball companies, which have been in the business since the '30s.

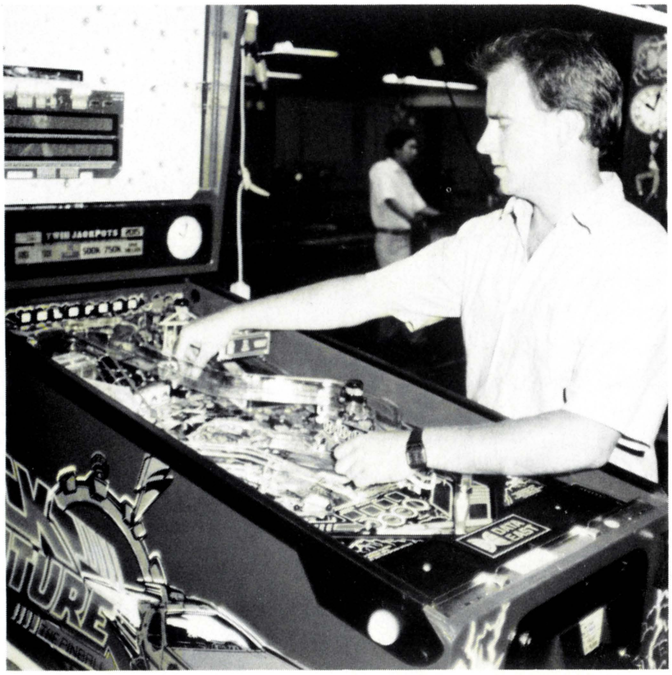
"We began business with three employees: me; Joe Kaminkow, director of design; and Shelley Sax, jack of all trades," recalls Gary Stern, Data East Pinball executive vice president and general manager. But that seems a long way off when you consider the current professional staff of about 30 management and engineering employees. Most are experienced industry veterans like director of engineering Ed Cebula, director of purchasing Jim Ross, and field service manager Pete Gustafson.

Data East Pinball: a major player

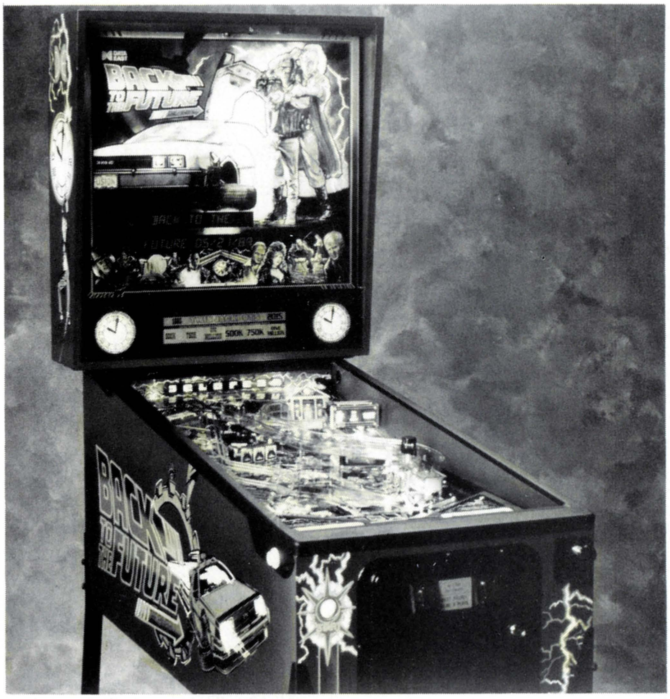
Gary explained, "We have experienced pinball managers and engineers who have worked at virtually all other pinball companies. They joined Data East for the challenge of building a great pinball company without the often difficult corporate structure found at older established companies."

The staff is responsible for all game design, technical work, customer service, management of the 200-plus factory staff, and export sales. "Our staff does the job with fewer employees than I've seen at any other company I have been associated with," Gary said, recalling his association with most of them.

Gary's father, Sam Stern, was legendary in the pinball industry. Along with Harry Williams, Sam made Williams into a major pinball company 40 years ago.



Pete Gustafson audits a production game; customer service audits five percent of all games.



Data East's latest pinball, *Back to the Future.*

He taught his son that a pinball machine should not be considered an art form, but a game to make money for the operator. Gary learned the lesson well and points out three factors in determining a pinball's return on investment: earnings, service cost, and resale value. Data East considers all three.

Joe explains, "My design philosophy is to design a game that is challenging to the great player but enjoyed by the average player—the player in the street location who may have had a few drinks. Our games have 'butter' ramps easily made off the sweet spot of the flipper, orbit shots, metal and plastic ramps, and easy-to-understand rules. But we strive not to load up our games with so many parts that they look like erector sets on which the player can't figure out what to shoot for."

Added to great game design is great packaging, which Data East considers an important part of the game playing experience. The company has employed the talents of two exceptional pinball artists, Paul Faris and Kevin O'Connor. The true stereo sound on Data East games is enhanced by music written by Brian Schmidt, another experienced pinball vet.

The company's latest games, as depicted on the cover, have been designed and packaged around strong licenses. "Certainly licensing adds to the attrac-

Controller Mike O'Donnell talks with Gary Stern through a window between their offices.

Shelley Sax is Data East's jack of all trades.

tiveness of consumer products, whether it be a stuffed animal that looks not just like a mouse but like Mickey Mouse or a consumer video game that is licensed from a movie,” said Joe.

He added, “We know that licensing helped *TMNT*, which was not successful in England until after the TMNT film appeared there. Licensing was used successfully on pinball machines by all companies in the early ‘80s.”

But Data East does not merely attach the license to a product—painting the playfield to fit the license. It designs the game particularly for the licensed title. On *Back to the Future*, for example, elements of all of the movies are contained in the game, including the double jackpot feature, one for the year 2015 (“Back to the Future II”) and 1885 (“Back to the Future III”). There is also licensed music from the movie by Huey Lewis and ZZ Top. In fact, ZZ Top was so impressed with the arrangement of their “Double Back,” which Brian Schmidt did for the game, that they have been in touch with him.

Data East tries to time its licensed products to events in the world, which will aid game play. *Back to the Future* is a perfect example. The game was released when the third movie and second video tape were released, creating awareness among players. Earnings should be enhanced again when “Back to the Future III” is released on video tape in about six months.

“Licensing of themes and music is expensive,” Gary stated. “But it is worth the expense when we look at the total playing experience we create and the earnings generated for our customers.”

But licensing a popular theme would not be successful without reliability. Data East has taken major steps—engineering improvements and manufacturing process changes—in its effort to make the most reliable game in the industry. “Four years ago we did not have a single engineering drawing for a single mechanical part; they all had to be designed,” said Joe.

Since that time Data East has designed all of its components and, based on field experience, *redesigned* them. “Now we are redesigning our parts to operate the same on top of the playfield, but to be totally different from the old-fashioned way they have operated below the playfield since the ‘50s. These improvements are being extensively life-tested, field-tested, and patented,” Joe explained. “I am as proud of the bottom of the playfield as I am of the top.”

Production improvements include: strengthened metal parts; use of t-nuts and lock tight; beefed up brackets and use of ny-locks on coil stops; and the patented solid state flipper in which all tungsten points and end-of-stroke switches have been removed.

Game set-up has been eased and time shortened with the addition of a special back box latch, which removes the need for head bolts. And again, Joe's design philosophy of using the optimum number of assemblies results in improved reliability—more mechanical assemblies require more service.

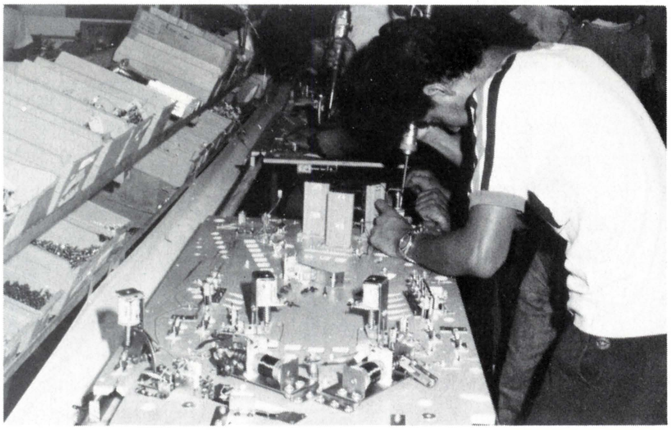
Reh Merchant, who heads up programming, has added many self-test and self-fixing functions and programmed in warning lights to tell operators of serious faults and game cleaning needs.

Wes Moore, director of operations, spends 20 percent of his workers' labor hours on interim and final testing. All subassemblies are tested before going onto a game, cables are computer-tested, playfields are tested in three different states of assembly, and after completed games are inspected, each is played for half an hour and reinspected by quality control manager George Saxinger's staff. Five percent of the games are inspected by the field service staff, which reports to engineering.

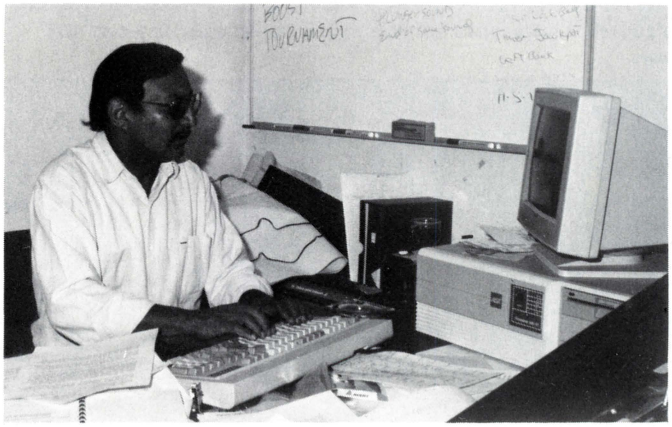
This insures that not only are problems reported to production, but engineering is directly involved in any recurring problem. Pete Gustafson and Arnie Aarstad, the field service staff, are well-respected as being responsive in the field.

And last, but certainly not least in the pinball value formula, is resale value. Besides earnings and service cost, production volume is important. Gary elaborates, “We do not have a large overhead that requires us to produce huge quantities. We could have sold 15 percent more *Phantoms* than we built. A comparison of DRA listed resale values indicates that our games sell used for about $50 more or less than our leading competitor's games.”

He concluded, “With Joe Keenan, our boss, joining Data East in California and the addition of Gene Lipkin as his executive vice president of coin-op, I look forward to Data East Pinball growing to even greater heights.” ☐



A playfield assembler.



Programmer Rehman Merchant, a new addition to the staff.

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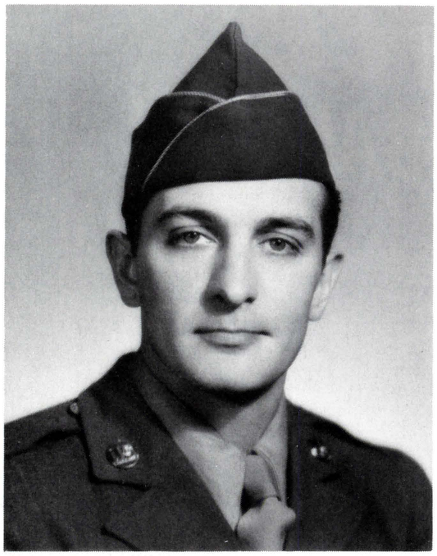

Paul Calamari

I could probably fill several pages of glowing praise for Paul Calamari. I got to know him during his last few years in the industry, and we have stayed in touch. Before I get carried away, here is an introduction by Paul's devoted, long-time friend, Louis Boasberg:

"I have known Paul Calamari for many years, so long that it would embarrass us both if we told you the truth! I won't say that we fought together in the Civil War, but I will say without hesitation that we fought in the Battle of New Orleans, not once but many times. There are few people in this industry who have inspired the love, trust, and admiration that Paul has in so many people. I vividly recall the April 1982 issue of *Marketplace*. The entire issue was dedicated to the celebration of Paul's 45th year with Bally.

"This issue contained pictures of Paul throughout his career; every one of the 150 pages contained congratulatory messages from distributors, manufacturers, and friends throughout the world! And you can believe that each and every one of these messages were not simply ads in a trade journal, but sincere congratulations and best wishes offered straight from the hearts of those who knew and loved him. I believe the greatest testimonial of all was when Bill Gersh told me that the easiest time he ever had in getting ads for any of his publications was when he called on people to place a congratulatory ad to Paul's 45th anniversary.

"So once again, I join with Play Meter in saluting the one and only Mr. Pinball!"

You began as an assembly line worker and advanced to vice president of sales. What opportunities do people entering our industry today have compared to when you got into it?

The same or better. You must work hard and make your own breaks. Sometimes it helps to be in the right place at the right time or, like Rocky Graziano used to say, "Somebody up there has got to like you."

I got a break because of my baseball skills. I started on the assembly line on April 1, 1937, as a solderer for 40 cents an hour. President Ray Moloney's father, D.J. Moloney—the "Old Man" as we affectionately called him—was the shop superintendent and manager of the baseball team, which was just beginning practice.

Soon after I got on the team, there were a number of layoffs at Bally. That's the way it was—you worked a few weeks and then were laid off, depending on the production schedule. During the time I was laid off I didn't show up for a few ball games. When I was called back to work, D.J. asked me where I had been. I told him that since I wasn't working, I didn't come to the ball games. He told me, "We'll take care of that!"

He got me into the engineering department so I wouldn't get laid off again. I was a very proud "go-for" for some of the finest engineers Bally ever had—Don Hooker, Bob Breither, Frank Nicolaus and Bud Breitenstein, to name a few. Shortly after I joined the engineering department, I was told that Ray Moloney had just put on two free-lance game designers. They turned out to be Lyn Durant and Harry Williams. At that time their names meant very little to me or others in the industry. But as we know, the two became very famous pioneers in this business. My new assignment was to help Lyn and Harry with assembly, soldering, etc.

I was also fortunate to get my feet wet outside the office with operators and distributors. During the 1938 Coin Machine Industries (CMI) show, all of the games we showed had to have converters to convert from DC to AC (alternating current.) I was asked to keep those converters

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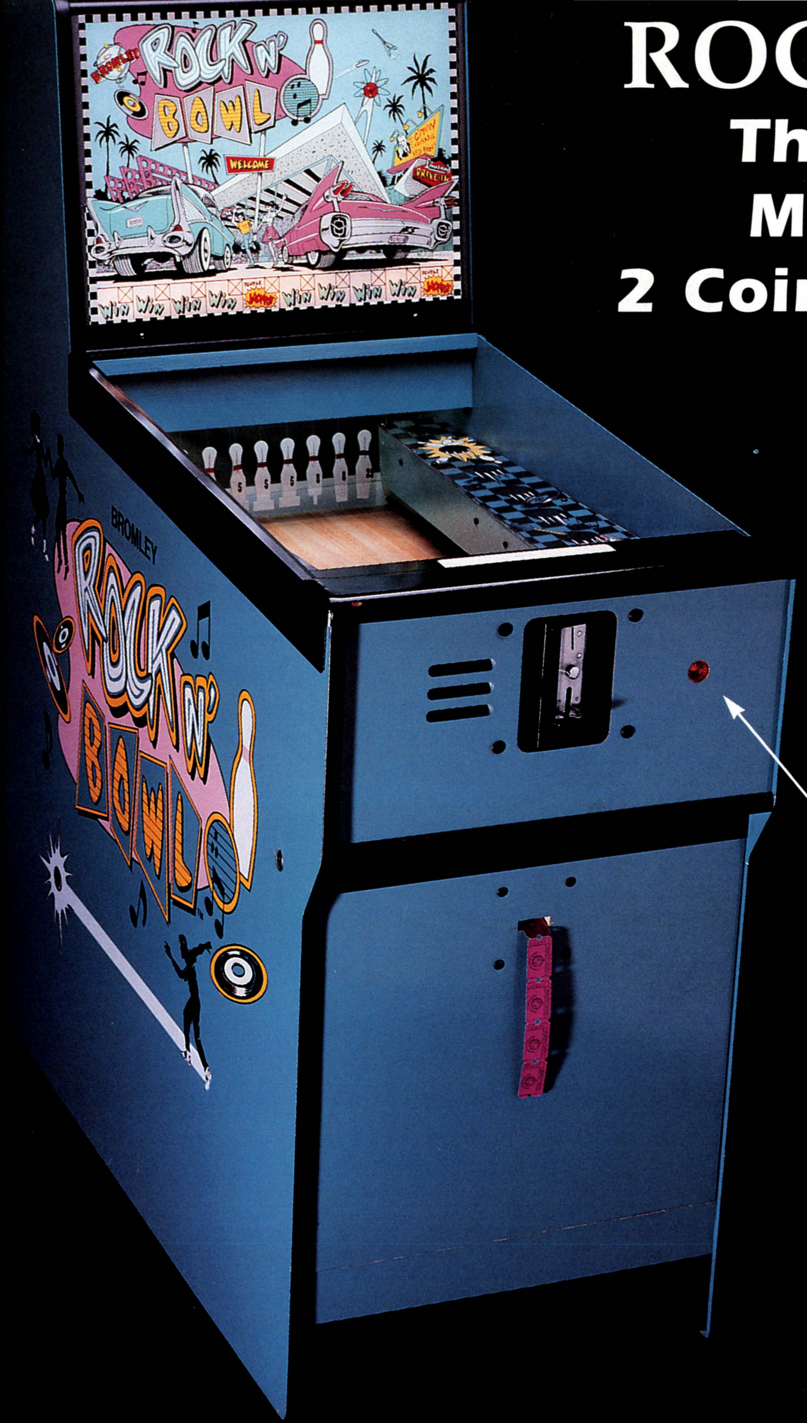

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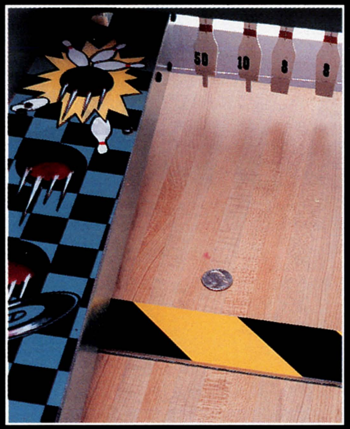

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running. I made every show from then through 1984 as a Bally man. I still attend the shows and enjoy meeting old friends and renewing acquaintances.

What was it like getting a job back in the '30's?

My father was a truck driver for the construction industry. After the stock market crash of 1929, there was very little building going on in Chicago or any other city. So my family, like many others, had to go on relief. My father couldn't find work, so I quit school at 16 to find a job.

My uncle got me one as a night watchman near the Chicago River. I was scared to death working at night. The river rats were as big as cats; I didn't last long. Then the same uncle got me a job for a sausage-casing company. There I wound up in a damp, dark basement in hip boots. I stood in water and shoveled salt into big drums that housed coiled-up cow's intestines. That didn't appeal to me either.

Another uncle, John O'Brien, was one of the first employees when Ray Moloney started Lion Manufacturing Co. in 1931. In 1937 Bally started on *Bally Bumper*, one of the greatest games it ever made. Uncle John said to my mom, Liz, "Have Paul come down for an interview." It was on April 1; I recall everything vividly. She said, "Paul, wake up, it's time to see about that job at Bally." My exact words back to her were, "Gee ma, they ain't gonna hire me." She said, "They might fool you son; it's April Fools' Day!"

What were Lyn Durant and Harry Williams working on when you started with them?

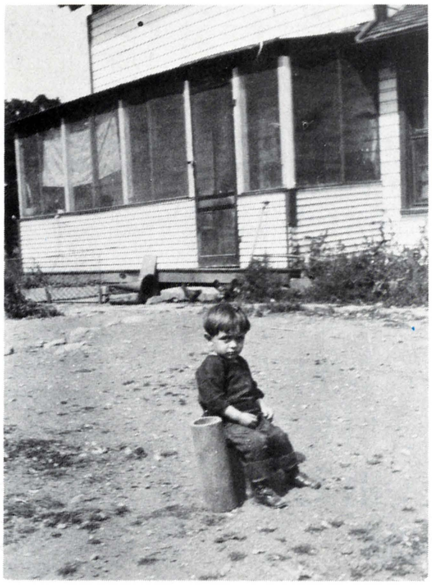
They were working on a game that went into production a few years later, *Bally Baskets*, an upright game with clear glass on all four sides. The player controlled air blowers to manipulate a ping pong ball (the basketball) into their own basket to score. Lyn and Harry also worked on other game concepts and new ideas. Even though they were the best of friends and partners, they spent most of the day arguing with each other over game ideas and so forth. I became a full-time referee!

Explain the history of the service schools you and Bob Breither started.

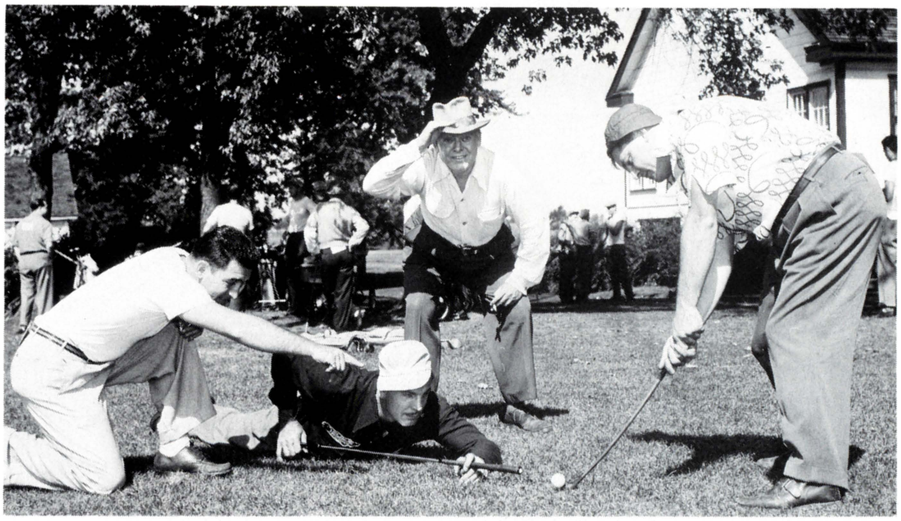
The first organized pinball service school to be sponsored by a manufacturer in cooperation with an authorized distributor was at Dunis Distributing Co. in Portland in 1947. Even though my name has been associated with Bally service schools during the past 30 to 35 years, I would like to set the record straight. I was the junior partner of the famous—or infamous—Breither/Calamari team. Factory-conducted service schools were the brainchild of that jolly individual, Bob Breither. He alone convinced the boss man, Ray Moloney, that service schools were necessary.

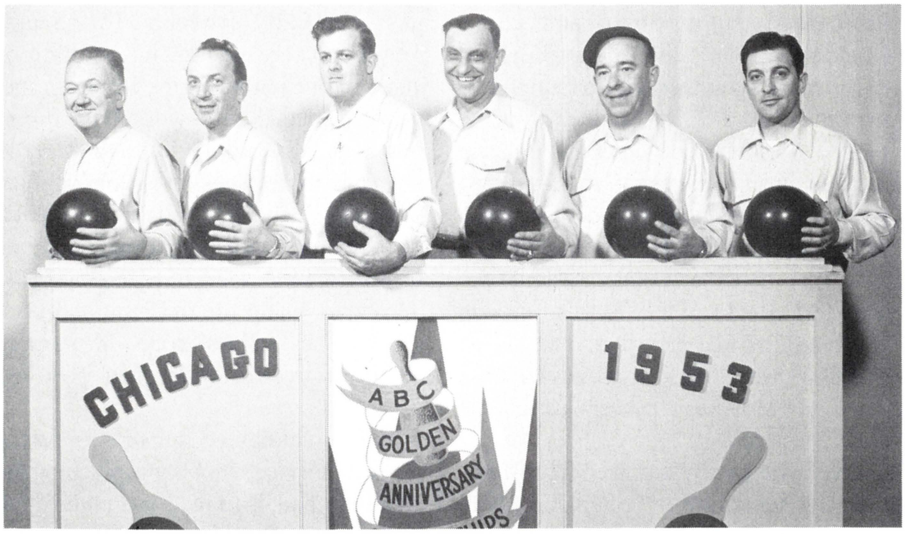
There was an obvious need for instruction and schooling in conjunction with post-war Bally products, for several reasons. There was an interruption of game production during the war years, and many mechanics who worked for distributors and operators prior to the war did not return to their jobs. Most coin machine mechanics of this era could not read or understand schematic wiring diagrams furnished with each game. In most cases they were using the old hunt-and-peck system. They could not cope with the more complex circuitry on the new post-war games.

The most basic—and important—part of the early service schools was teaching the game mechanics to read and understand


An adorable little Paul in his front yard.

Paul's first date with Edna at a neighborhood picnic.


Industry golfers took their game seriously in the '50s! Paul points while Adolf Nage tries to knock the ball off the tee. Art Tobias is in the printed shirt. The other gentleman was a supplier.



The 1953 bowling team. Paul is on the right; Bob Breither is next to him in the hat.

the game wiring schematic and other printed materials. They needed this in order to troubleshoot game problems.

Bob and I both believed that service after the sale should be the bible of any industry.

You once said that you considered the bingo machine one of the greatest inventions of all time. Why is that?

Probably because I lived and breathed in-line bingo games for many years. Bob and I were project engineers who worked with one of, if not the, greatest game designers: Donald E. (Don) Hooker. That is my personal opinion, and I'm sure it's shared by Bob Breither and a great many others in the coin-op industry. This great and modest man was responsible for every one-ball and bingo in-line pinball game that Bally ever made.

From 1951's *Bally Bright Lights* to 1982's *Bally Dixieland*, approximately 100 different bingo game models were thought up by Don. What impressed me more than anything was the innovative and complex, yet simple, electromechanical units and gizmos incorporated in the features and play appeal. Ask any old-time operator and he will tell you that Bally bingo machines generated the cash flow to allow him to purchase other coin-op products. They also put a lot of Cadillacs in their garages.

Bingo was a gray area game then. We had to be very careful of the terminology we used. We didn't use a word like "odds"; it was substituted with "scores." We used "replay" rather than "payout." Bill O'Donnell, Bob Breither and I were witnesses in many cases involving confiscated games. We could always prove that the game was not primarily made for gambling, the same way as a deck of cards or a pair of dice are not made primarily for gambling.

Inevitably, other companies would schedule some type of visit to the distributor at the same time our school was scheduled. They knew that we were going to draw, in some cases, a hundred or more people.

What finally happened to the bingo games?

Bingo in-line games, like their predecessors, the one-ball games, never

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lost their play appeal or earning power. They were outlawed in most states because of their multiple coin play and other game features that allowed them to be operated, in some cases, as gambling devices. During the one-ball era, the term ''gray area'' hadn't been invented yet. I think they would still be in operation if it were not for legal reasons. The last one-ball game was *Turf King* in 1950. About 17,000 units were sold.

Many of the one-ball games were produced with separate models and names—a free play version and an automatic payout version. Old-time operators will remember that Bally made many great consoles or uprights, as they were called. Most were shipped both ways. Some of the greatest were *Highland, Royal Flush*, and *Clover Bell*.

What was the last great Bally bingo game?

The last two were *Tahiti* and *Miss Universe* in about 1979.

Was Bally the only company making the bingo games?

No. Actually, Lyn Durant's United Manufacturing made the first. My friends Hank Ross and Iggy Wolverton, who were two fine engineers for Lyn Durant at the time, will be happy to know that a Bally man has finally confessed! It was 1950; the game was *ABC*.

United had its engineering sample in a St. Louis tavern location. Don Hooker and Bill O'Donnell told me to get my you-know-what on the first plane to St. Louis. I spent time observing the play, the players' reactions, and so forth. Don was interested in finding out how they were scanning to record the in-line winning combinations. He asked me if I could get behind the machine and put my ear up to the back door. That was easy—I just bribed the bartender with Ray Moloney's money!

When I reported that I heard a constant ''clicking'' sound, Don knew what he needed to know. He went to his drawing board and designed his own ''search relay circuit,'' which was part of Bally's first bingo, *Bright Lights*, and the more than 100 follow-up models over a 30-year span.

Because Don didn't like the atmosphere of a roulette-style game, which required

Paul and Bill O'Donnell in 1963, breaking ground on the new Bally building.

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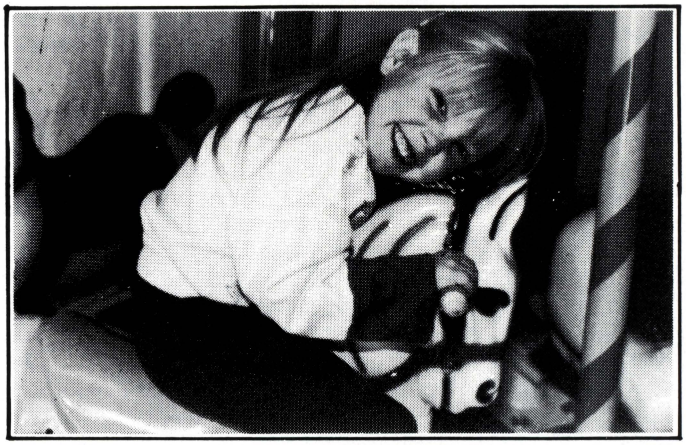

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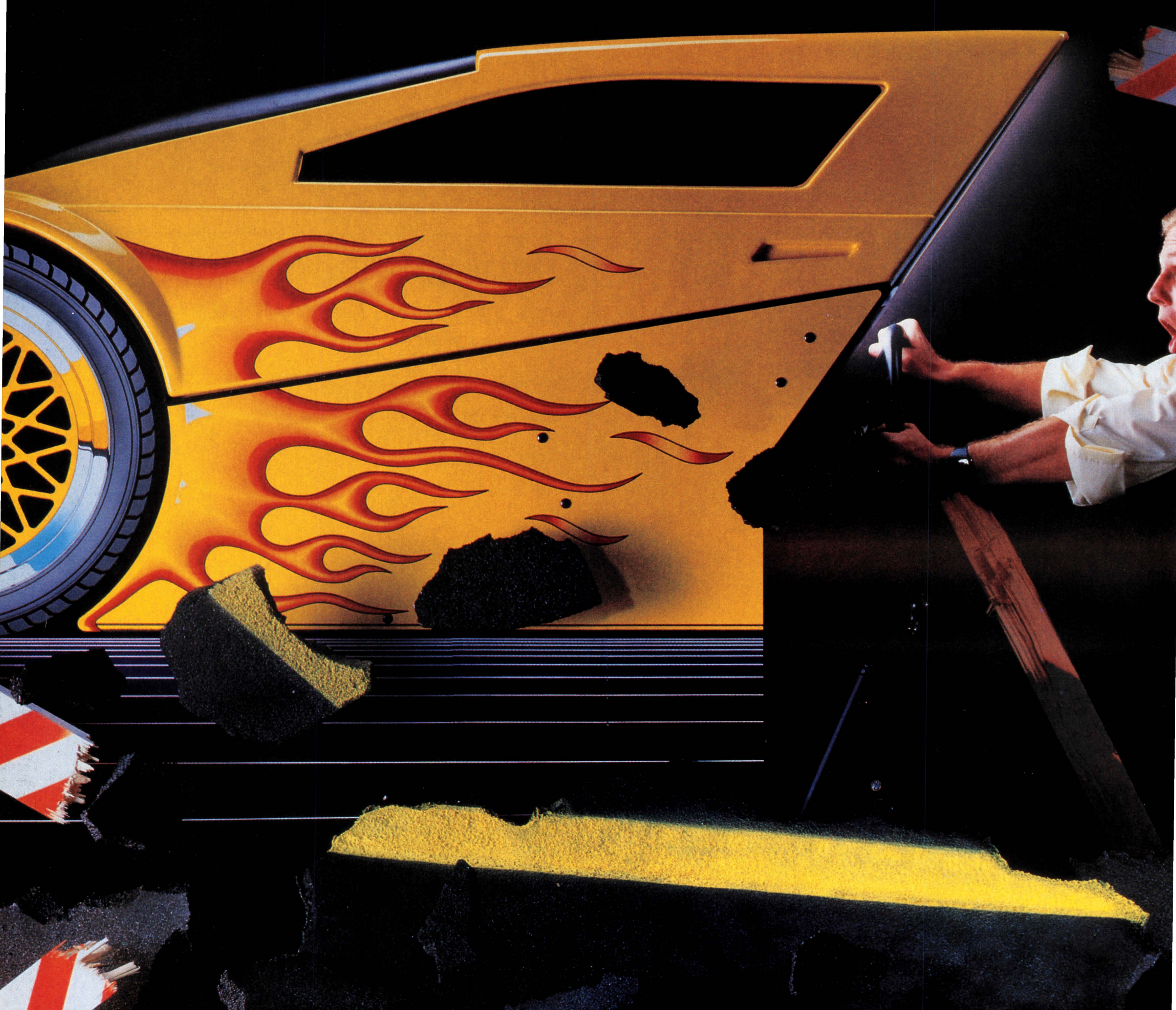

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no skill and looked like a gambling machine, he laid out the 25-hole playfield—a trademark of all Bally bingo games.

About five years ago Don and I did some specialty research and development for our good friend, Si Redd. Si presented us both with copies of a newly published book by Marshal Fey, entitled "Slot Machines." Inside of Don's he wrote: "To Don, the BEST SALESMAN Bally ever had." I believe this says it all.

What did he write in your book?

"To Paul, the most honest man in our industry. His word is his bond."

You worked with or knew many of the industry greats. Who were some who impressed you the most, and why?

I knew or worked with top executives such as Dave and Alvin Gottlieb and their top man, Judd Weinberg. They ran a good ship through the years. Gottlieb was a proud company that never overproduced and made good games.

I always respected Harry Williams and Lyn Durant as engineers in 1938 and later as top executives of their own companies. During the war, with no new games being built, they decided to buy up old pinball machines. They stripped the playfield underparts, washed off the backglasses, and rescreened them with new names. A lot of the early ones were named after states.

When the war ended, Lyn Durant started United Manufacturing and Harry Williams started Williams Manufacturing. Ray Moloney had bought up probably the only big producing game cabinet company, Grand Woodworking. After the war both Lyn Durant and Harry Williams came to Ray to purchase cabinets for their new games.

I always respected Ray Moloney; what a remarkable man. Bill O'Donnell came on board practically right out of the Marines in 1946. He started in the p chasing department at about $75 per we It wasn't long before he got into the s department and then became s manager. The rest is history. What a c blow it was to our industry when Will T. O'Donnell had to step down.

Was Ray's company still ca Lion Manufacturing?

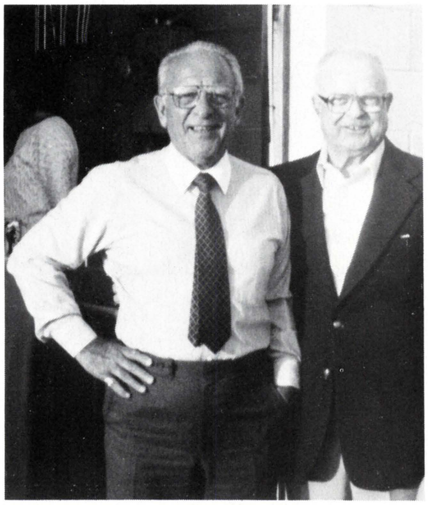
Let me straighten you out. If Louis Boasberg tells you that Bill O'Donnell was the founder of Bally Manufacturing Corp., he's right. However, Ray Moloney's company was called Lion Manufacturing Corp., which was started because someone came to him with a game called *Ballyhoo*, one of the most famous games at that time. They made 50,000 of them in 1931 and 1932 at about 500 a day—that's when Bob Breither started working for Bally.

Because of the game, everyone referred to the company as the Ballyhoo Co., or Bally for short. We manufactured the games under Lion Manufacturing Corp. and sold them under Bally Manufacturing *Company*—not corporation. When Bill and his partners bought the company in 1963 they did away with Lion Manufacturing and made it Bally Manufacturing *Corporation*.

Another great man, Tommy Grant, was the founder and top man at Advertising Posters. They did all of the silkscreening for most of the manufacturers. In 1975 Bally was the first company to hire an in-house artist, Dave Christenson, known as "mad man Christenson." He was a good artist—perhaps not as good as Paul Faris today, but darn near as good.

Another great was Herb Jones, probably the first or second employee of Ray Moloney. Herb came on board to do advertising for *Ballyhoo*. He's a Harvard graduate, the most intelligent person I ever dealt with in this industry. He was the first

Bob Breither and Paul at Pinball Expo '85 with an old *Ballyhoo*.



Paul with one of his dearest distributor friends, Joe Westerhaus Sr. Paul says that Joe would probably have been the first operator on the moon!

Everyone is this picture has the last name of Calamari. This was taken at his son Mike's wedding in 1985. His sons are in tuxedos.

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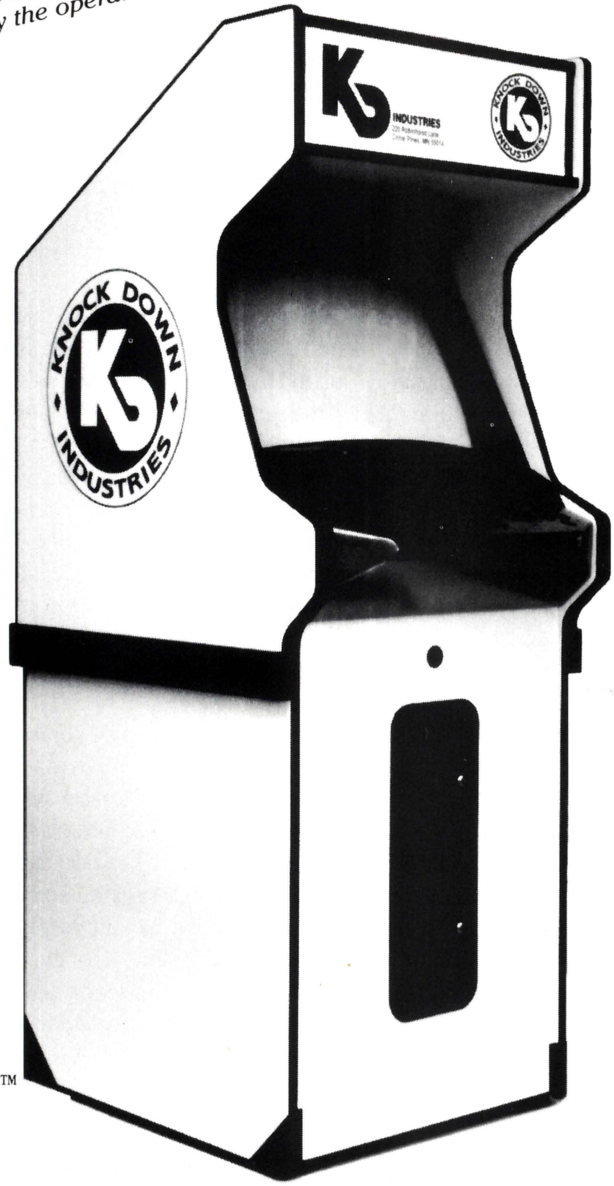

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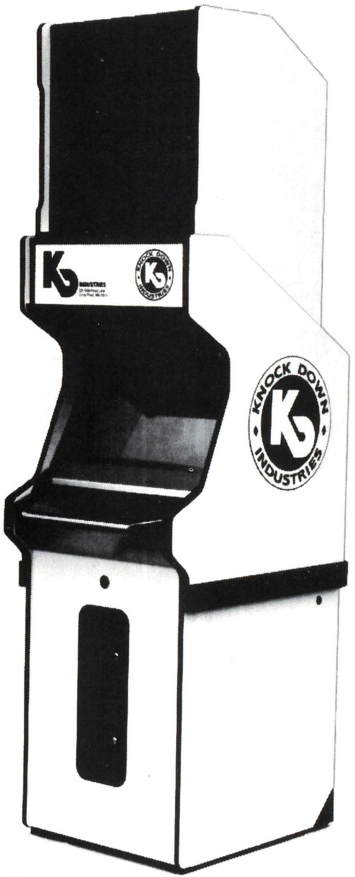

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* Not shown in photos.

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president of CMI, which eventually became MOA and then AMOA.

I've mentioned Don Hooker, but I'd like to add this little story. He had a habit of touching and twiddling the end of his nose with his thumb and forefinger. Whenever he did that we knew exactly what was happening—he had another good idea. He would go into a shell and lock himself away for days or weeks. He had to think out the idea and didn't want any interruptions.

Another man I would have to mention is Si Redd. He is a rags-to-riches-and-back-again sort of person. He deserves the titles of "Father of Video Gaming" and "King of the Slots."

Without a question, Sam Stern was a real pioneer. He was a successful operator, manufacturer, and top man at Seeburg, Williams, Bally, and his own company, Stern Electronics.

In conclusion, I would like to pay tribute to some of the finest engineers and game designers. Besides Don Hooker and Bud Breitenstein, there is Steve Kordek, Steve Ritchie, Norm Clark, and Gordon Horleck. When Bill O'Donnell bought Bally, he hired an old man that no one in the industry knew, but he made some of the finest playfields. His name was Ted Zale. Jim Patla began working for Ted Zale when he was about 16 as a "go-for" and learned all he could. Today Jim is a fine designer.

A few others are Harry Mabs (inventor of the flipper), Harvey Heiss, Wayne Neynes, and Alvin Peters.

What do you consider some of the greatest inventions?

There were many inventions, concepts, and ideas that pioneered and formalized the coin-op industry. The truly great invention of electricity (dry cell batteries) was from Harry Williams on one of his first games, *Contact*. Harry is also responsible for the term "tilt."

Ray Moloney revolutionized the pinball playfield by introducing the bumper. Try to imagine the number of bumpers used on playfields in all sorts of configurations. The patent on this simple, coil-spring bumper was in the name of Nick Nelson. However, I'm sure that Don Hooker and another Bally mechanical engineer, Frank Nicolaus, had a hand in this innovation. Frank—whose nickname was Kewpie—is Bally's all-time patent king. He has over 50 registered in his name.

Another great invention and shot in the arm for the entire industry was United Manufacturing's *Shuffle Bowler* in about 1948. Incidentally, it was the ingenious Don Hooker's idea to incorporate fly-away pins on Bally's first entry into the shuffle alley market. Don also included ABC bowling scoring. Shuffle alleys really took the industry by storm. They were legal to put into taverns; everything was tavern play in those days.

A list of great inventions would have to include gun games or shooting galleries of the early days, namely Seeburg's famous *Shoot the Bear*. This electric eye game using a photo-electric cell made tons of money for many operators. One of Bally's photo cell gun games of this era was *Rapid Fire*, a truly great gun game not to be confused with the Bally game made in 1982 of the same name.

Another shot in the arm for the industry came in 1956 from Earl Feddick and his partner—the original Valley Manufacturing Co. Bumper pool, a natural tavern piece, filled many cashboxes. Every major manufacturer—United, Chicago Coin, Genco, Irving Kaye, Bally, and a few more—jumped on this band wagon. In a short time thousands were produced.

If Harry Williams deserves the title, "Father of the Pinball," then there is no question that Nolan Bushnell is the "Father of the Video Game."

And last, but not least, is Dave Gottlieb's introduction of the flipper, conceived by Harry Mabs. It was 1947, and the game was *Humpty Dumpty*. Prior to the flipper, in the early days of our industry, the pinball machine was called things like "pinball table," "five-ball novelty game," and "marble table." After *Humpty Dumpty*, most references have been to "flipper pinball games," "flipper games," or simply "flippers." In France they are affectionately called "Le Flipper."

What advice would you give to manufacturers making pinballs?

The main ingredients are a well-balanced and attractive playfield; one primary skill target, along with several other challenging shots; good sound effects; and an attractive backglass. Eye appeal and good sound will get the first quarter. After that, the game is on its own. Proper percentaging and game proportioning of the overall game percentage is also important. There should be a proper balance between the scores and game features.

You have stated that you consider the coin-op industry one of the greatest in America. How do you feel about its future?

For the past 53 years I've been proud to be a part of this industry. I'm doubly proud to have been associated with the finest people any industry could have. Many I consider my personal friends. The coin-op industry was born during the Depression. It has had its many problems, its good times and bad times. But one thing is for sure—it will always bounce back. As my good friend Joe Isaacson of New Orleans Novelty Co. would say, "I guarantee!"

How did you meet your wife Edna?

I had known her for a few years as just another pretty little girl on the block. When she reached 13 she was a real beauty. Even though I would have liked to, I never approached her because I was two years older. I always looked on her as a pure young girl, while I viewed myself as "Peck's bad boy!"

One of our neighbors had an annual truck picnic at Diamond Lake. All the kids on the block rented Joe Bruno's truck; he was the local grocery store owner. I was working for Bally. With the money I kept for myself—most went to my family—I bought a car and drove it to the lake. It was a 1928 Chevy that I paid $7.50 for!

Anyway, sometime during the day it started raining. As everyone scrambled for the truck, which had a tarpaulin, I grabbed Edna's arm and we ran to my car. Something told me to put my arm around her; she didn't seem to mind. That same something prompted me to give her a little kiss. From that moment on she was my girl, my only girl. A few years later, on August 24, 1940, we were married. We raised four sons—Paul, Rick, Mike, and Bob—and now have nine beautiful grandchildren and four wonderful daughters-in-law. We just celebrated our 50th anniversary. ☐

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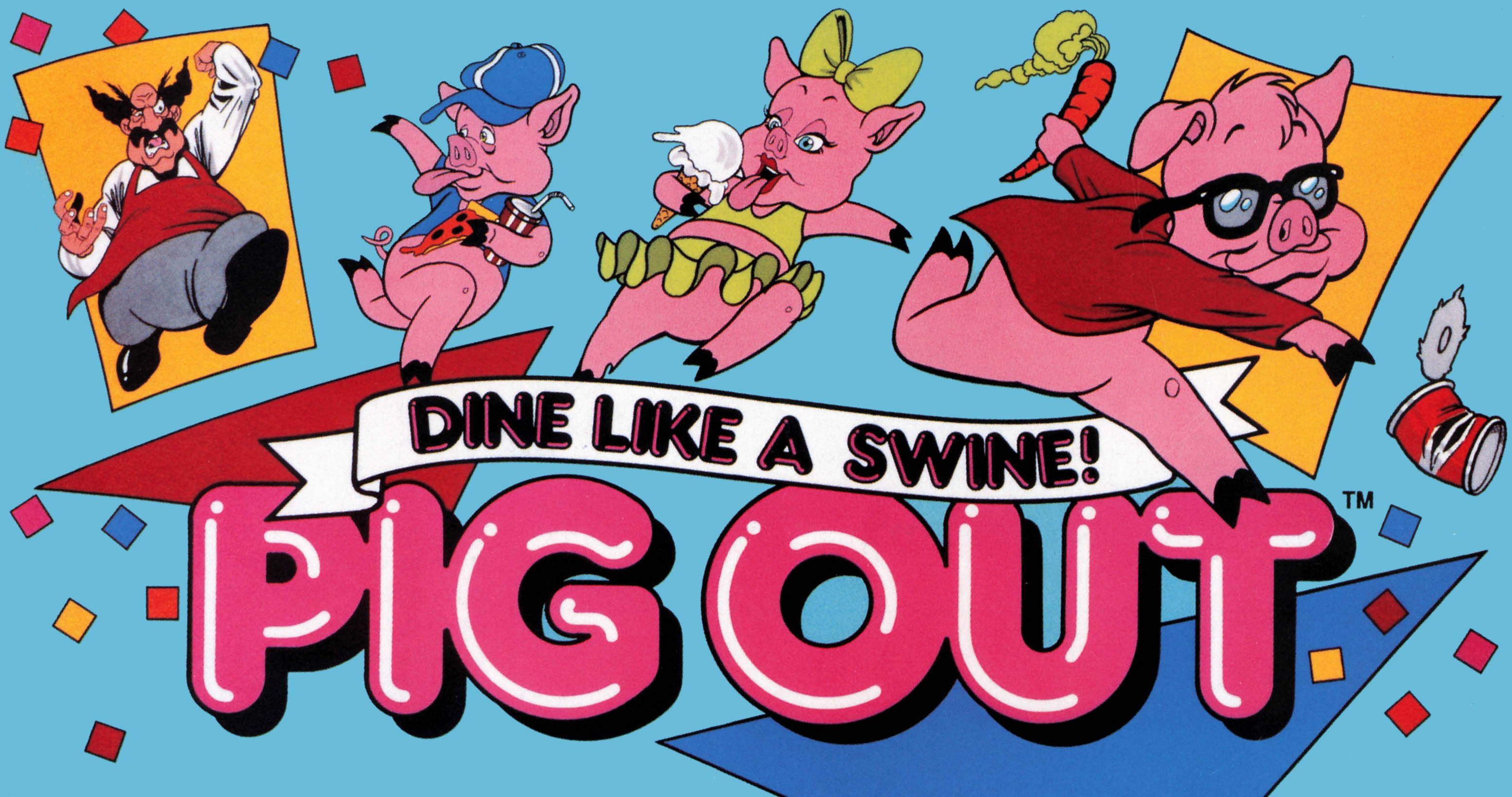
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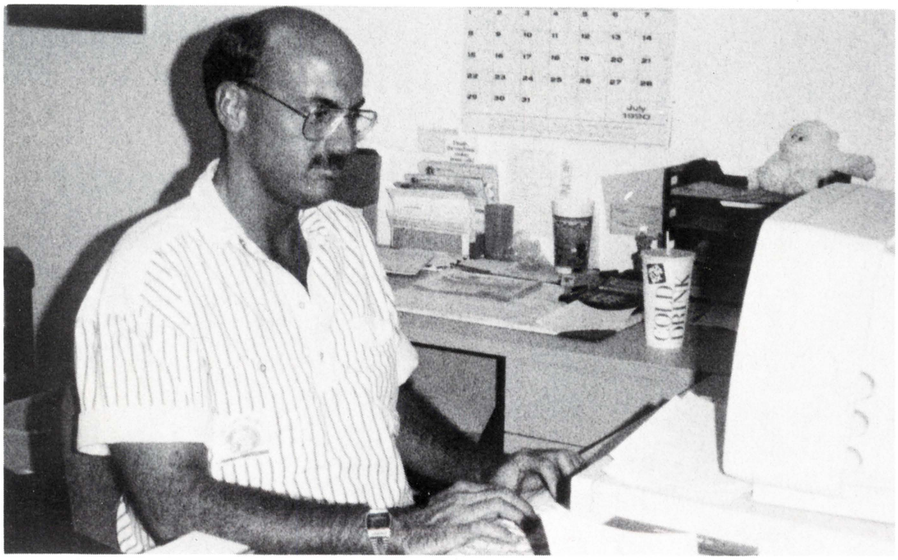

Greg Costello

There are two keys to success in the merchandise supply business: variety and quality. Plush-4-Play, a relatively new face in the world of suppliers, strives to meet both of these requirements. After two-and-half years of growth, the company has expanded its customer base and moved into the import arena.

"It's a matter of meeting demand and competition," said Joe Bates, president of Plush-4-Play. The company now features a line of plush prizes from China and also represents a manufacturer in Riverside, Calif., that imports trade-up-size plush from Korea.

The company started by specializing in adult novelties for bar locations. "I found that a lot of our customers had bowling centers and other locations," commented Bates. "We started buying plush domestically to meet their needs. We sought out closeouts of quality plush and our business grew."

Plush-4-Play has built its reputation on pre-packs. The company presently offers three assortments: 1) Super Plush Bucket, 144 pieces five-and-a-half inches to nine-and-a-half inches tall with an average price of $1 per piece; 2) Jumbo Plush Bucket, 144 pieces six to 10 inches tall with an average price of $1.25 per piece; and 3) Giant Plush Bucket, 65 pieces 10 to 14 inches tall that average $2.50 each.

Bates feels that the jumbo cranes are going to be strong next year. Even though his Super Plush Bucket is the most popular pre-pack now, he predicts the Giant Plush Bucket will be stronger in the next few years, simply because, as Bates has observed, "more operators are getting into jumbo cranes."

Assortments change every week, sometimes three times a week depending on shipments received. Ten percent of every pre-pack includes a variety of hard goods such as wrist watches, sunglasses, calculators, buttons, mugs, and other items. Plush-4-Play also carries a complete line of Warner Brothers plush toys. In addition, the company obtains closeouts from the popular Applause and Dakin manufacturers.

Does Bates see a trend in merchandise? His response: "Naturals—wildlife plush in realistic animal colors with high-pile fur. Customers are looking for something new in quality prizes and these natural looking animals are just that.

"Sports-oriented merchandise is something I always look for. Right now I am awaiting delivery of plush football

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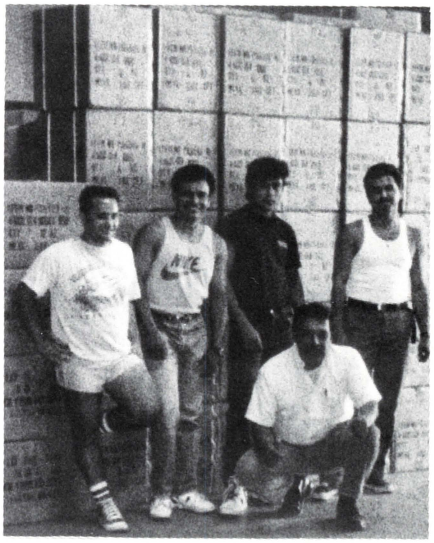
Plush-4-Play makes every effort to satisfy its customers and will prepare pre-packs in any price range, from 70 cents per piece up to $5 per piece.

A staff of 10 full-time employees ensures smooth shipments from the headquarters in Huntington Beach, Calif. Several part-time employees assist when shipments arrive, usually on Friday. Plush-4-Play occupies a 10,000 square foot office and warehouse facility, the company's third and largest warehouse in its brief history.

Marley Jones

Mia Bozarth



In the warehouse, (l-r): Roger Tatino, Jesus Escalara, Alvaro Sanchez, Aldo Sigala, and Juan Garcia (kneeling).

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Valerie Braband and Joe Bates with natural-looking animal toys they predict will hit it big.

In addition to Bates, the company staff includes Greg Costello, accounting and shipping; Juan Garcia, warehouse manager; Jesus Escalara, assistant warehouse manager; and Roger Tatino, Alvaro Sanchez, and Aldo Sigala in shipping. All orders are sent UPS the same day they are received.

Three sales representatives attend all the major trade shows and assist customers with their orders. Valerie Braband, Marley Jones, and Mia Bozarth enjoy the work. Says Braband, "Every time new toys come in it really motivates me. When I like the plush myself it helps me sell it better and faster."

Braband echoes Bates' enthusiasm for the new natural looking animal figures. She's also excited about the movie theme merchandise such as characters from The Jetsons, as well as the company's Halloween and Christmas assortments. Two seasonal pre-packs will be available for Halloween: all Halloween merchandise or Halloween items mixed with a general assortment.

She also agrees with the interest in jumbo cranes, noting, "Some operators are changing out standard-size claws in single cranes and replacing them with jumbo claws. Players want larger toys instead of smaller toys. Many operators are buying a lot of jumbo cranes when they buy new cranes."

Whatever the individual situation, customers will find a willing, helping hand at Plush-4-Play when they need advice on how to stock their cranes. ☐

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The right stuff with Nintendo

Two of our favorite people, Rich and Bev Babich.

From left: Jay, Mary Ann, and Art Gallagher of Nintendo.

Nintendo hosted its annual distributor gala this year in San Diego in mid-July. Once again, the company focused on family events which drew an impressive crowd.

Although the fun is in abundance, there is the business side that all take seriously. This year Nintendo surprised its distributors with a brand new game, *Dr. Mario*, for the six-year-old VS. system that took the industry by storm when it was introduced. Nintendo saw the need for a VS. game to update the nearly 100,000 dual and uni systems sold and answered that need with a vengeance. The game calls upon the player to guide colored pills to the same-colored virus, which Dr. Mario has rounded up in a jar. Placement of four alike colors will eliminate that row.

Distributors seemed pleased with the decision. ''I think it's great that Nintendo has analyzed the market and realized that there are a lot of VS. games in operation. They've come up with a game that they believe will fill that need. This is the first introduction in the last two or three years,'' said Ira Bettelman of C.A. Robinson.

Gary Gouse of Birmingham Vending, which was named Distributor of the Year by Nintendo, agreed with Ira, saying, ''I'm glad to see them introduce a new VS. game. We've made a good commitment to them and have already started to sell *Dr. Mario*. We're really excited about it.''

Besides *Dr. Mario*, which will also be available on the *PlayChoice*, Nintendo showed *Skyhawk*, where you can stop the alien invasion; *Rescue Rangers*, featuring everyone's favorite chipmunks, Chip and Dale, and rude robot dogs; *Ninja Gaiden 2*, in which a year after the battle with Jaquio the hero starts a new adventure battling the forces of evil; and *Super C*, which takes place on the perimeter of alien territory with alien soldiers on a mission of trying to stop the hero. Nintendo also presented a new header for the *PlayChoice*. It has ''Nintendo'' printed larger and a reduced ''PlayChoice.'' ☐

A group of "Nintendoians," l-r: Howard Lincoln, Mr. Arakawa, Mike Minor, Linda Weber, Donna Hogin, and Don James.

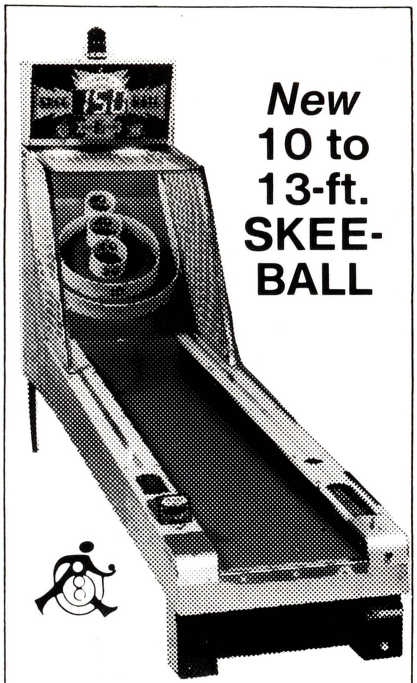
Jacob Shemaria of Mexel in Mexico accepts a door prize from Nintendo's Linda Weber.

Nintendo's Al Stone with his better half, Darlene Kindler.

Morris and Sara Piha (r) share the evening with Nintendo's Pete and Sherri Walton.

From Birmingham Vending (named Nintendo's Distributor of the Year), l-r: Charles Caplan with Al and Razelle Toronto.

Looking pleased with his success is Mr. Arakawa and his beautiful wife.



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To operate, players simply drop a coin into a slot, and they're served 9 balls — and a lot of fun. Every round is tallied by a "big brother" electronic scoreboard.

A variation of the standard game is also available: *Bonus Ball,* with two more scoring pockets that can deliver 100 extra points per pocket.

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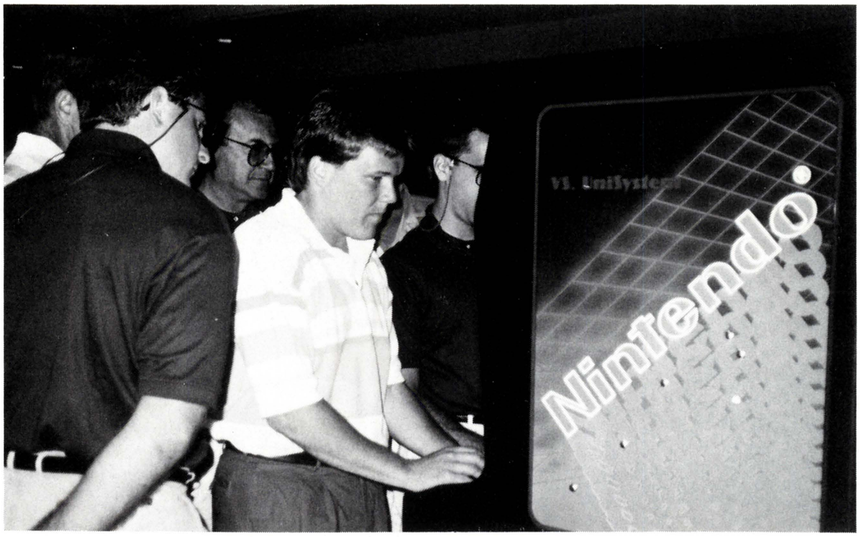
Terry Moss with his lovely wife Mariann.



Looks of delight from distributors trying out *Dr. Mario* on the VS. system.

The Bettelmans looking wonderful, as usual. From left: Sandy, Adrea, Leah, and Ira.

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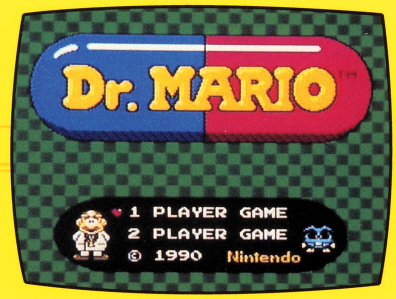
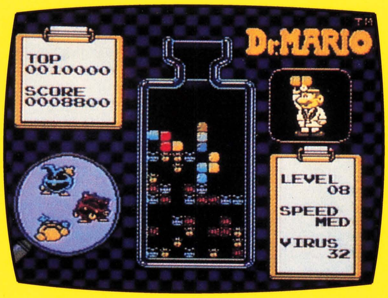
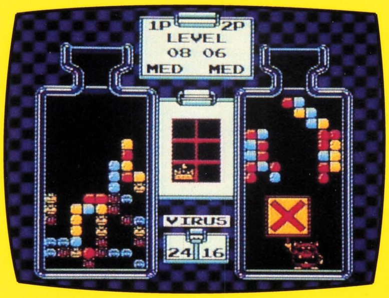


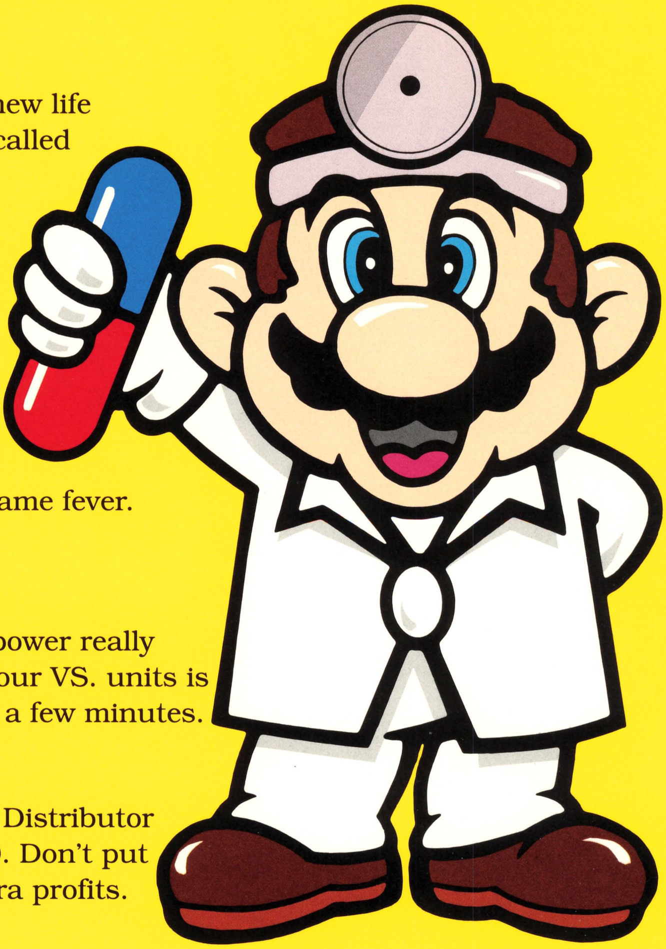
Dr. Mario—with germs that are fun to catch.



When all the viruses are destroyed, Dr. Mario advances to a more challenging round.



Players compete to match colors on the vitamin capsules as they fall.



Nintendo has just the prescription to pump new life into your VS. systems—a brand new release called Dr. Mario.™

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Pokers and things at the AMOT state show

John Estridge Jr. of Southern Games checks out Atari's *Race Drivin'*, its sequel to *Hard Drivin'*. Also pictured are Atari's Jim Newlander and Betson's Bill Treger.

Rep. Bob Piel of Illinois plays Bally/Midway's new pin, *Radical*, during the legislative pinball tourney.

The vast Opryland Hotel in Nashville, with its rich greenery and cascading waterfalls, served as the setting for the Amusement and Music Operators of Tennessee (AMOT) annual meeting and trade show on Aug. 10-12. (The 1,891-room hotel will also play host to AMOA Expo '92.)

The timing of the show couldn't have been better, because it overlapped with the annual meeting of the National Conference of State Legislatures. Some 8,000 legislators converged on the Opryland Hotel, and AMOA and AMOT took advantage of this golden public relations opportunity.

For four days, the two associations cosponsored a game room for the delegates' children, with the equipment set on free play. A legislative tournament took place on Aug. 8, similar to the one staged during the Washington Conference.

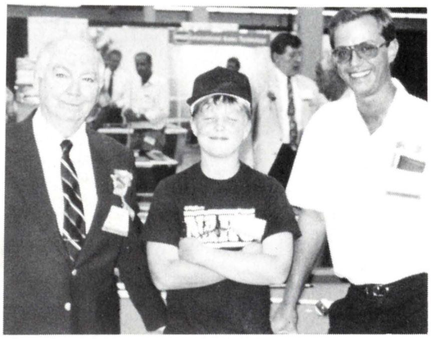
Finishing first through sixth in this pinball tournament were John Schneider, North Dakota; Jim Holcomb, Tennessee; Bob Piel, Illinois; Jack Roop, West Virginia; Jim Heap, Minnesota; and George Brown, Georgia. The prize money was donated to each legislator's favorite charity. Other tournaments involving legislators and/or their children offered plush and other merchandise as prizes.

AMOA and AMOT also made a pitch for the legalization of coin-op amusement gaming equipment. Such machines were exhibited in a booth during the NCSL, and association members explained the revenue-generating possibilities of video pokers and like pieces.

AMOA past president Wally Bohrer spoke briefly at a NCSL session on legalized gambling, presenting the coin-op industry's position on the matter. William Eadington, director of the Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, said the country's attitude toward gaming has become more tolerant.

AMOA president Jack Kerner with Royce (standing) and Jan Green of Green Games.

Bob Harzer of SMS Manufacturing (l) and Dan Spangler of Namco Operations with SMS's *Draw Poker*.



Emil Marcet of Valley Recreation Products (l) with 11-year-old Eric Hensley, winner of the AMOT pool tournament, and his dad Eric. As AMOT state champion, Eric won a Valley two-piece pool cue.

Micro Manufacturing president Jon Yarbrough (l) with Alan Black (c) and Kevin Moss of Britain's Sound Leisure. They're standing beside *The Ritz*, Sound Leisure's latest jukebox. Micro is the U.S. distributor of these jukeboxes.

Legislators, too, see gaming as a possible answer to revenue woes. Today there are 32 state lotteries and a lottery in the District of Columbia. Nearly three-fourths of the nation's population can bet legally on a lottery in their hometown. It is hoped that the same acceptance of lotteries will be extended to video poker machines.

More poker talk

Before turning their attention to the latest equipment on the show floor, Tennessee operators attended a management seminar on—what else?—video pokers. Bohrer, who serves as president of the AMOA's Truth in Amusement Committee, said that body has developed a list of operating standards for video pokers.

''But operators must develop unity among themselves before considering these standards,'' he said. ''Many operators want to stay in the gray area, but you can't have that if you ever want to legalize gaming here.''

Plenty of capital is needed *before* lobbying for passage of a video poker bill, Bohrer said. Also required is a willingness to lobby state legislators.

''A paid lobbyist can be a useful tool, but you (operators) are your own best lobbyist,'' he said. ''You're probably better at lobbying than you think. Make as many contacts as possible. You must educate your legislators on the value of video poker machines. Jump in there and help.''

Calling coin-op video gaming equipment the ''amusement machines of the '90s,'' Bohrer said the question is who will run them: the state or the private sector (operators).

''The private sector can do it better; it gives players a more fair return,'' he said. ''The private sector assures a minimum return of 80 percent and a high of 92 percent. The states don't give that kind of return for your money.''

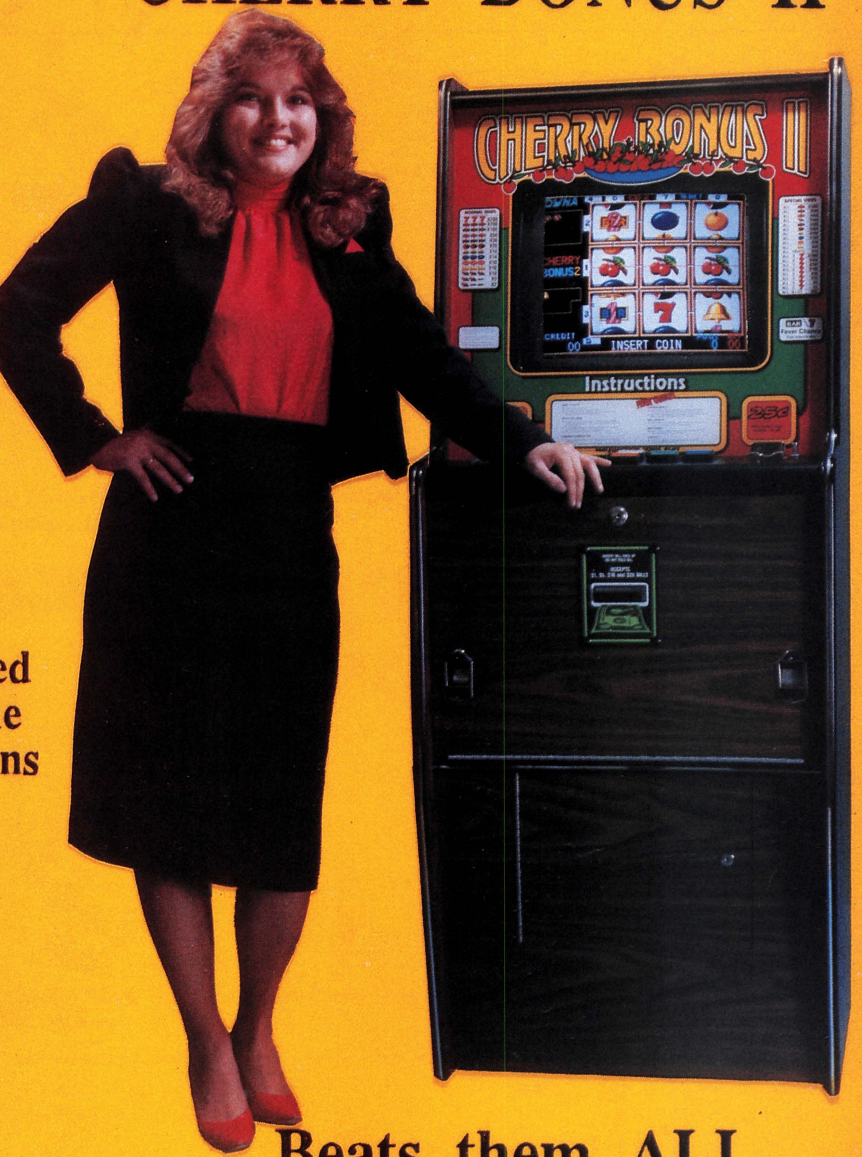
Operators at the seminar were shown a short video, developed by the TIA Committee, that explains the video poker operations in Montana and South Dakota. It is narrated by TIA chairman Phil Benson of Montana. The video is an effective device for educating—and hopefully swaying—state officials on the merits of legalized gaming.

After speaking, Bohrer was presented with an authentic Tennessee gift—Jack Daniels whiskey—by Tom Jackson, AMOT executive director. The gift was in recognition of his exhaustive work with AMOA and long-time contributions to AMOT.

The next guest speaker was Betson's Bill Treger, former bureau chief and chief investigator for the New Jersey Bureau of Amusement Games Control, N.J. Division of Alcoholic Beverage Control. He said the state association should be operators' single, unified voice in dealing with legislators. Loose cannons can

FEVER CHANCES

CHERRY BONUS II



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Brady Distributing's Tom Kiel (r) with Jim Chapman of Taito. They're standing by the Taito kit *Thunder Fox*.

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John Estridge of Southern Games with Linda Dunaway and Dave Miller at the IGT booth. They are standing beside a South Dakota-legal video poker machine.

At the Mars Electronics booth, (l-r): Jerry Carr, NSM/Loewen's Rus Strahan, Steve Kinder, and Kira Burdick.

OPRYLAND HOTEL

AMOT executive director Tom Jackson presents Wally Bohrer with a gift of Jack Daniels for his contributions to AMOT and AMOA.

sabotage everything.

Treger said operators who are opposed to legalized gaming don't like having to divulge the amount of money they're making.

''Another negative to them is having gray area games off the streets for 60 days as part of a legalization agreement,'' he said. ''Officials want to 'clean up the streets' at the outset, before a legal system of operating video pokers is in place. Regulation is necessary. Having a license is like an insurance policy against raids. When you operate gray area, without regulation, it allows the police to raid bars on a whim. Licenses allow you to sleep at night.''

Treger listed these prerequisites to introducing legislation:

- Appoint a strong central committee within the state association.
- Raise a lot of money.
- Go to the necessary political fundraisers.
- Get to know your legislator(s) on a first-name basis.
- Talk to the district attorney, governor's office, state police, and even church leaders to see where they stand on legalized gaming.
- Talk to ''your strength,'' the tavern owners. Have them circulate petitions.
- Draft a good bill, i.e., one that's favorable toward the private sector.
- Pick the right sponsor, one who's well-respected. This legislator shouldn't have any past that clouds his name.

After a question and answer session, Bob Harzer of SMS Manufacturing and Linda Dunaway of International Game Technology showed operators their companies' video poker machines, which are approved in Montana and South Dakota.

The AMOT also had some social outings to go along with the business side of the show. There was a golf tournament, a cruise on the General Jackson, and an ''old-fashioned Western barbecue'' that included live music and dancing.

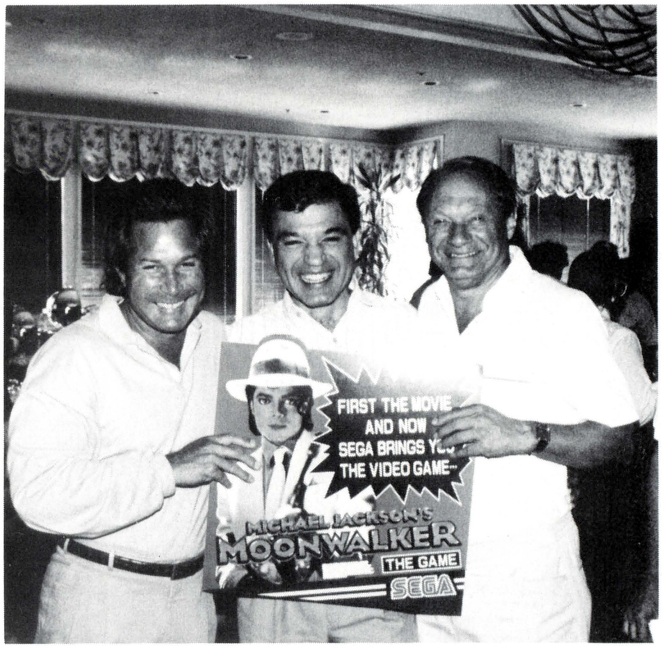
Finally, the following members were elected to the board of directors for 1990-91 on Aug. 12:

Officers: Carl McClanahan, Game Land, president; Roger West, West Amusement, vice president; Vickie Blackburn, Rowe, secretary; Ken Stansell, American Amusement, treasurer; and Paul Morrison, Coin Machine Distrib. Inc., sergeant-at-arms.

Board Members: Arland Emerson of Emerson Amusement, Walt Hampshire of World Wide Enterprises, Randy Lynn of R&B Amusements, and Dennis Rhodes of Dennis Rhodes Enterprises. □

Moonwalking through the vineyards

Betson Pacific's Ron Carrara, his wife Carol, and Ron Bolger of American Vending Sales.


FIRST THE MOVIE AND NOW SEGA BRINGS YOU THE VIDEO GAME
MICHAEL JACKSON'S
MOONWALKER
THE GAME
SEGA

Looks like these distributors are very happy with the new game! (L-r): Terry Moss of Moss Distributing with Ed Pelligrini and Jerry Marcus of Atlas Distributing.

The Silverado Country Club, deep in the heart of California's famous Napa Valley wine country, was the setting for Sega's August introduction of its latest games and discussions on the future.

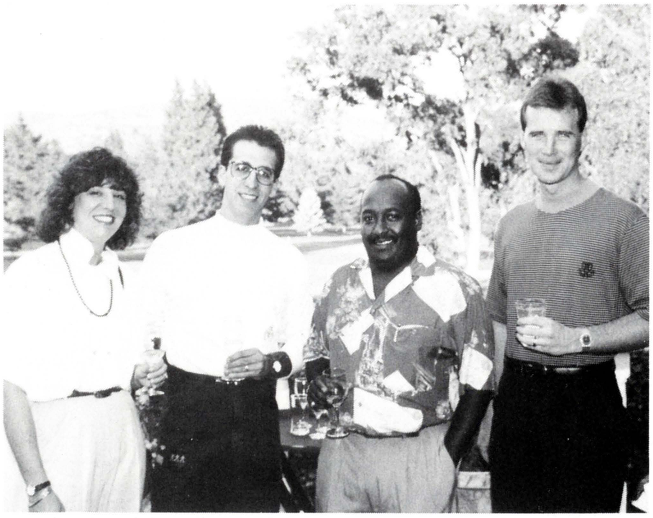
Moonwalker, a three-player dedicated game featuring the world-famous Michael Jackson, was the highlight of the Sega presentation. According to Sega, Michael Jackson approached the company and suggested a game that would capture the essence of his stage persona. Jackson was involved in the idea from the beginning and had hardware and software approval.

Jackson's steps and body actions are realistically reproduced on the screen with 3-D background scenery. The game is based on the ''Smooth Criminal'' and the ''Moonwalker'' hit videos in which Michael plays the lead. The purpose of the game is to save the captive children of the world from ''Mr. Big'' by emitting an ''aura'' to defeat the enemy. Players may moonwalk for more powerful attacks. Even Jackson's famous chimp, Bubbles, has a part in the game play.

The background music contains many of Jackson's greatest numbers, easily recognizable to kids of all ages. The consumer version, which will incorporate different software, will not be available until Christmas.

Sega also showed *Bonanza Bros.*, a dedicated game aimed toward younger players. The player must get past strict security guards and systems in each stage (bank, store, museum, etc.) to search out and steal treasures. When all the treasures are in the player's possession, he must escape as quickly as possible to beat the clock or he loses one life.

Sega president Tom Petit and vice presi-



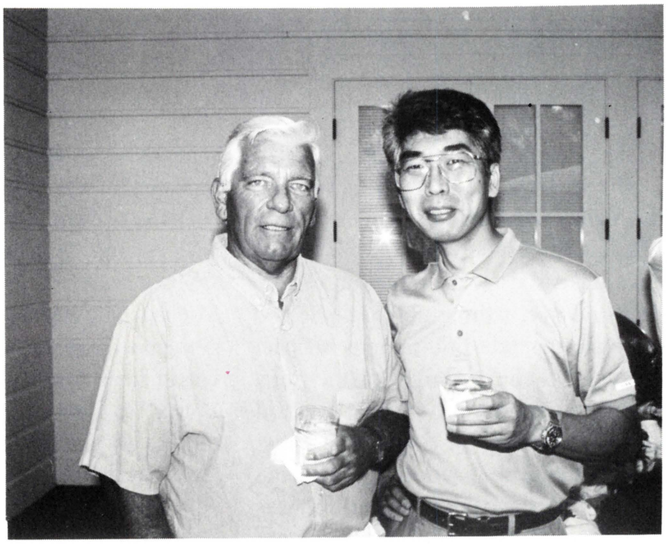
(L-r): T.O.P.'s Catherine Tarantelli, her brother Matt, Mike Damtew of Music-Vend, and John Deremer of Roth Novelty.

(L-r): Ron Malinowski of Aladdin's Castle, Ira Bettelman of C.A. Robinson, and Jerry Marcus of Atlas Distributing.

Sega president Tom Petit with Canadian distributor Jim Niblock.

Sega's Lenore Sayers (l) with Cynthia Bozeman of Reno Game Sales.

Gary Gouse (l) and Steve Toronto (c) of Birmingham Vending with John Hill (r) of Sega waiting to order a drink from this properly-attired bartender.



Rowe's Bob LeBlanc with Sega's new vice president, Masahiru Nakagawa.

FIRST THE MOVIE AND NOW SEGA BRINGS YOU THE VIDEO GAME
MICHAEL JACKSON'S MOONWALKER THE GAME

(L-r): Sega's Lisa Montalbano, Masahiru Nakagawa, and Donna Cristich.

Paula and Marty Shumsky of Reno Games Sales with Mark Haim (r) of R.H. Belam.

dent Masahiru Nakagawa said that the company is concentrating on the future. Sega is looking to fulfill a need in the mini amusement park equipment market. In that direction, plans are to introduce *R-360*, a gyroscope ride, at the upcoming AMOA show in New Orleans.

Also looking toward the future, Sega has initiated a new division called Sega Technical Institute (STI), the United States R&D arm. When fully staffed it will consist of 35 engineers. Plans are for STI to develop one or two games per year. The first STI-developed game should be out within the next 12 months.

Future plans also include a 32-bit game scheduled for release within four or five months. ☐

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Bonnie Theard

South Dakota: A video gaming success story

South Dakota is beautiful country. Rolling farmlands, wide prairies, cattle ranches, crystal caverns, famed Mt. Rushmore, and the Black Hills and Badlands are but a few of the pleasures that await visitors. Indian heritage runs deep in South Dakota, home of one of the largest Indian reservations in the United States. At present, attention has been focused here not because of any attractions mentioned above, but due to the overwhelming success of legalized video gaming. Other states desirous of additional funds for their coffers have carefully watched from the sidelines like impatient coaches, and are looking to pattern their proposed legislation on the blueprint of South Dakota's system.

Amusement industry members have commented and conjectured on the future of legalized video gaming as a result of the South Dakota experience. But what do the local operators have to say about the impact all this has had on their businesses? We decided to find out and traveled to South Dakota in early August. Operators, locations, and players tell it best.

It's 6:10 p.m. on a typical Wednesday at Joe's Riverside Tavern on Rice Street in the Riverside section of Sioux Falls, S.D., near the Morrell meat packing plant. Proprietor Joe Darst was tending bar as usual. ''Regulars'' Don, Gale, Bret, and Jack were seated at the bar having some brews before playing a few games on the video poker machines (referred to as video lottery in South Dakota).

A small tavern, Joe's is a squeaky-clean neighborhood watering hole with one pool table and seven video lottery machines (the maximum is 10). Outside, a sign says: ''Coldest Beer in Town.'' Inside, patrons can get polish sausage, pizza, gum, cigarettes, and candy if they wish. Joe's advocates self-control, evidenced by the sign that reads: ''Don't drive drunk. If you do not have the means to get home, ask the management.''

How often do tonight's customers come by? ''Almost every day,'' says Don. ''Every day,'' adds Jack. Bret moves to the back of the room to sample a game. Gale says he comes in ''all the time.'' He lights up a cigarette and comments on the games. ''It's neat entertainment,'' he says. ''I'll come in and put from $1 to $5 in the machines—money I'm prepared to use for entertainment—and see if I'm lucky. I've hit a few and feel I'm ahead of it. If someone is waiting for the big payoff, they're hitting their heads against the wall. It's just fine as entertainment.''

How does Joe feel? ''The video lottery machines have made a big difference in my business. Some people come in and don't even buy a beer but that's OK with me. If I could figure out a way to fit three more machines in here I would.''

Similar scenes occur all over town, from the Sport Bowl to Lucky Kruisers. A middle-aged lady enjoying a draw poker game at the Sport Bowl asks strangers standing nearby to watch her machine for a few minutes. She's comfortable there and doesn't want to lose her spot. At Lucky Kruisers, ladies and men stop for a sandwich and beer at midday and play one of the 10 machines.

At Shenanigans's, a restaurant and bar in the Empire Shopping Mall, lunchtime customers play a little poker or keno. You wouldn't know it when someone scores

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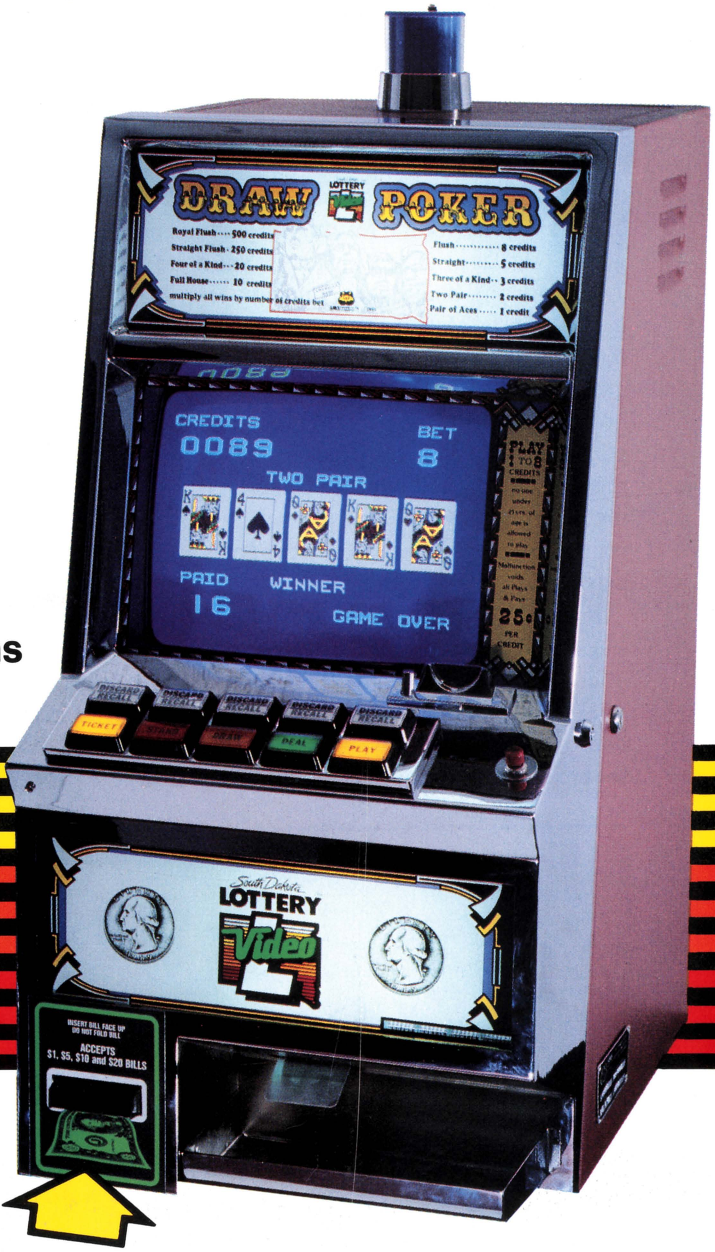
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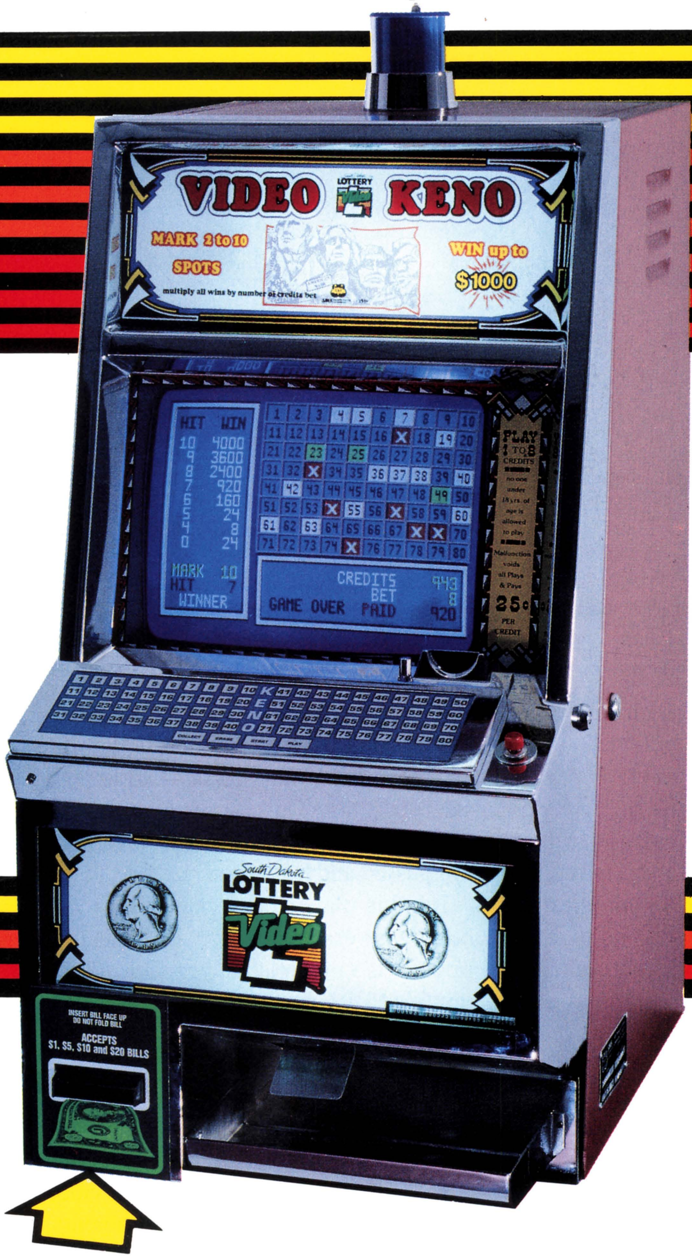
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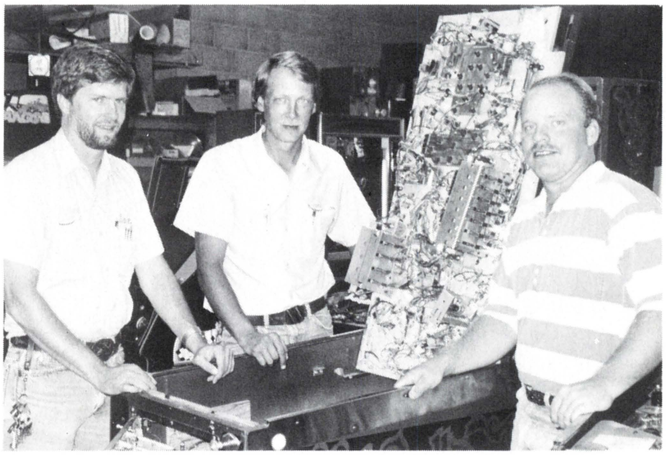
big if it weren't for the features on some games, such as a light buzzing noise and a softly blinking blue light. A man in his mid-30s hits a straight flush on one machine (worth $350-$375) and decides to cash in. No jumping, not hootin' and hollerin', just a happy customer and player. When asked, he says he's a semi-regular, adding, "It's fun and entertaining. You just have to limit yourself." A waitress says the games are always being played, especially around 5 p.m.

It becomes obvious early on that Sioux Falls locations are enjoying good business. Video lottery is now part of business, a vital part. In these locations, it's what you don't see that's most important. You don't see crowds of people with gambling fever. You do see a relaxed atmosphere, a casual environment, and customers playing for the fun of it and a possible return. South Dakota's experience has been a quiet success.

In the shop, (l-r): Dave Carlson and Steve Schroeder of Musi-Vend with Jim Pietrangelo of SMS Mfg. and the SMS *South Dakota Draw Poker*.


By pinballs in the Musi-Vend shop, (l-r): Dave Carlson, Gene Johnson, and Steve Christensen.

Dean Schroeder
Musi-Vend
Sioux Falls, S.D.

One of the largest operators in Sioux Falls is Dean Schroeder of Musi-Vend. How is his business today, compared to business before video lottery passed? "All of my locations report increased business," says Schroeder. "I've added eight more employees to my staff. Now I can get the employee pay scale up where it should be.

"The general amusement business has been operating at 25 cents per play since 1970. The dollar coin is the only way we'll get a price increase. Adding bill acceptors on everything could help, but that costs about $400-$500 each game, plus labor. We have to get a price increase or legalized gaming machines."

Schroeder has made the most of his route by adding custom-designed carousels with overhead lighting to draw attention to his games. These stand out in a location and bring an added "flash." They're in as much demand as the machines themselves.

According to Schroeder, "Service is what makes the difference, no matter what the games. We're service specialists. We have cellular phones in our service vehicles and have two men out every night."

What does he say to those few who are entering the business now to "get rich quick?" "They have an average of a three year life; then they'll be selling the equipment to us. Our state's communication system is technical and complicated enough that many shy away from involvement."

Contracts are more important than ever, considering the heavy investment of between $50,000 and $60,000 per location. "Most of the good locations are reasonable and appreciate the investment we have in there," said Schroeder.

Even though everyone would like to make even more money, locations are not demanding a bigger piece of the pie. After the state receives 22-1/2 percent of the net after payouts, the operator and location split the remaining amount 50/50. The operator takes all the risks and shoulders the responsibilities. He's in partnership with the state. The location provides the space and the customers.

Schroeder sees "no downside" to the video lottery. He has fewer complaints about his video gaming equipment than regular video games. He adds, "Of course, you're a lot more forgiving about problems with machines if they earn a lot of money."

Schroeder is quick to give credit where it is due. "Our distributor, Lieberman Music of Minneapolis, Minn., has done a fine job of selecting manufacturers to represent. They are cautious distributors and thorough professionals. And we owe a debt of gratitude to Homer Harding. He was Senate Majority Leader at the time the bill passed and he was on our side."

Has his player base changed? "You bet!" answers Schroeder. "Everyone 21 or older is a potential player. One reason our video lottery is so popular is that players get some of their money back. Our state has the greatest collection system in the world and the operators suggested it."

He says his arcade business is up due to redemption in some of his locations, such as the Electric Rainbow. "Regular video popularity has dropped," he comments. "Manufacturers aren't putting as much as they should into research and development."

Not only have Musi-Vend's locations been enjoying increased business, the video lottery has led to new customers for the company and insured the stability of both operators and locations around the state.

Mac Hasvold
Hasvold Vending
Sioux Falls, S.D.

"I don't think there's been a heavy social impact from the video lottery," stated Mac Hasvold, an industry veteran and head of Hasvold Vending. "After all, 64 percent of the voters wanted it.

"When it passed, we visited Montana to see for ourselves. It was so open and accepted, we figured it would be the same here. But this is not a casino market. Most locations average three to four machines."

What's changed in his business? "Regular video is down, but it was going down anyway," he said. The amusement game industry has somewhat abandoned the operator, Hasvold feels. "We've been too long on 25-cent play. We used to parallel our business with the price of a bottle of pop, but look at those prices now. We've given up on regular video because it gave up on us. Home games and short lead times for them have all added to our woes. It would be different if we could put cartridges into our games. Lacking that, we don't stand a chance.

"The best we can do is give the players what they can't get at home, such as pinball, which requires more service and maintenance on our part. If operators just look at dollars and cents they may let regular video go."

The employee level at Hasvold's has doubled to 12. "We work hard at preventive maintenance so there's life after work," he says, "even though there's not much of it."

On the subject of contracts: "Contracts are not mandatory; they're just good business sense. I won't set an account without one. It's too big an investment."

Hasvold has recently designed a carousel for his locations that want one. Some of the older bars are long and narrow and can't physically accommodate a carousel; newer locations may request them.

Hasvold finds that in locations such as the Pizza Inn on East 10th Street adults play the video lottery and children go to the other amusement games. There have been no problems. In fact, the lottery has increased the game room income. Parents will stay longer if they can have enjoyable entertainment as well.

Some of his locations weren't sure at the start that they wanted the video lottery machines, but in four weeks time they were convinced. "Quite a few accounts opened up for us because of the video lottery," said Hasvold. "This equipment isn't for people who've never been in the business before, or for those who have only been in a few years."

The popularity of video lottery in South Dakota is something like the popularity of *Pac-Man*. "In that era you could throw a rock and hit the next *Pac-Man* game," said Hasvold, "and you didn't have to throw that rock too far." Will there be any fallout with operators of video lottery machines? Hasvold put it this way: "In the end it will be the good operator and the good location owners that survive. Poor service will kill the poor accounts."

Hasvold is a firm believer in the three levels of the amusement industry—manufacturer, distributor, and operator—for video lottery as in any other equipment. "The manufacturer's job is to produce a fine quality piece of equipment and back it up. Their job is no other. Manufacturers cannot provide service for every minor thing. In 31 years I haven't seen any way of getting around it; the system works."

Hasvold operates most amusement equipment: music, pool, foosball, darts, video, and candy vendors. No redemption or cranes are on his routes.

Does Hasvold have any advice for other states considering a move similar to that of South Dakota? "We will set the pattern for the rest of the United States. Although our dial-up system is a bit of overkill, it's worked well and everyone's comfortable. It's to our advantage to do it; therefore, it will sell better to other states. Our system

Players stop by Lucky Kruisers at noon for a beer, a sandwich, and the games.

Showing their newly completed game carousel, (l-r): Hasvold Vending's Steve Haas, Pete Thompson, and Mac Hasvold.

is the cheapest and most economical way. If it's done well it will be good for everyone.''

Hasvold cites an increase in the ''till'' of his accounts, which means that overall business is up due to the video lottery. No locations have gone out of business.

Where's all the money coming from? ''Bookings to Las Vegas are down, I hear,'' said Hasvold. ''I saw an older couple in one of my locations the other day playing the games and having a great time. They even said, 'We're glad you people got this in the state. It saved us the cost of going to Las Vegas.'

''We're still in the growth area, statewide,'' said Hasvold. ''There's a finite amount of money that can be spent on this equipment. In Sioux Falls, we're into the stage of overplacing. Some companies have peaked out—they've hit their stride in placement. There is competition, but that always brings out the better.''

Don Nelson
C & D Amusement
Sioux Falls, S.D.

Could it be true that adults thirsty for appealing games feel their prayers have been answered in South Dakota? Don Nelson of C & D Amusement feels that may be the case. He reports that his business quadrupled after the video lottery went into effect. (Games are placed only in locations with a license to sell alcoholic beverages for on-site consumption. As of July 1, 1990, the legal drinking age is 21 years old.)

An amusement operator for 12 years, Don has bar locations predominantly. He feels that the proliferation of ''gray area'' games helped get legalized video gaming passed, saying, ''Everyone knew 'gray area' games were out there.''

Nelson said he's done business for years without contracts. ''Now you really should have them,'' he said, ''considering the money you put into locations.'' He suspects that the loyalty is not as thick in bigger cities as it is in places such as Sioux Falls.

''If a guy doesn't want me there I don't want to force him,'' he said. ''I'll move my equipment to another account. Everyone here has added more equipment. It can be dispersed on the route.'' Right now, Don operates video lottery machines, jukeboxes, and pool tables, plus some arcade games.

''We're spinning our wheels with regular video games in bar locations,'' he said emphatically. ''They've dropped 75 percent. Basically, the play you get now is from employees.''

Nelson has a small shop of four people; it used to be just two. One of his best locations is the Sport Bowl. League play at the bowling center means video lottery players before and after leagues. He reports that all his locations have favorable comments about video lottery games. Bar owners say sales are up in general, meaning that all patrons are not putting 100 percent into the machines. There's more money being pumped into the economy all around.

The locations have a great deal, according to Nelson. ''Why would the location want to get its own equipment when it can call the operator for service?'' he asks. ''We count collections at the location, leaving both the payout and the location share in cash. They're happy. Locations like to see that money piled up on the table.''

Does he see any downside to the video lottery? ''The biggest problem is that the law permits locations to own their own equipment. Locations can easily forget about the service aspect. It's a heavy responsibility to operate these machines. Operators in the next state to legalize video gaming will be lucky because they will have the benefit of seeing what has worked for us and what has not. Manufacturers will be better able to handle the rush; everything will be better.''

Ten games line the wall at the Sport Bowl. From left: Sharon Voiles of the Sport Bowl with Lori Ellenbecker and Don Nelson of C & D Vending.

By their video lottery machines and new *CD Fire*:
Evan Brink and Ron Plucker of Reggie's Bar-B-Q Restaurant.

Dave Backlund and
Leroy Gruenewald
D & E Music & Vending
Mitchell, S.D.

Backlund and Gruenewald have been amusement operators for 11 years, with offices in both Mitchell and Huron, S.D. After the new law passed, in Mitchell the employee level rose from five to 10; in Huron it went from four to seven.

''The regular amusement business is half what it used to be,'' says Gruenewald.

"We still invest in our jukeboxes; we consider them a stable part of the business. In arcade games it's tough to get back our investment. We still make a good effort on our dart and pool leagues as well. And we've seen some action in pinballs. We're not going to let the regular amusement game part of our business go; it's just that it's our second priority now."

Backlund interjects: "I think home games finally caught up with us. We've been told for years that it would happen. Our regular amusement business was down before the video lottery.

"Video lottery machines have saved a lot of liquor establishments in this part of the country, a lot of 'mom and pop' operations. The games make these locations a viable business, where this was not the case a year ago. Now people can hire quality employees and that brings up the wage scale, which is better for the community and the economy."

The average location in Mitchell has three to four machines. Who's the average player? Backlund responds: "The average person!"

What does he see on the horizon in South Dakota? "New technology is coming and we're going to have to have it. Competition dictates it. We have to have enough change in the industry to keep the locations from getting their own equipment. Pool and dart leagues help keep the locations from doing so. Leagues have been good for them because it makes them more money."

> **"The best we can do is give players what they can't get at home."**

How else can the operators convince locations not to purchase their own equipment? Backlund says, "If we do our job properly there's always a spot for us in the marketplace. Locations have to realize it will cost them from 25 to 30 percent of their net to maintain the games. We must always keep our locations in mind because they have the customers. We have to do our job by providing good, clean equipment."

Between its two offices D & E can count only six to 10 good video stops. "When manufacturers want $2,500-$4,500 per video they've priced themselves out of the market," concluded Backlund. "The arcade games (video) are like throwing money out the window."

Conclusion

The Indian word Oahe (pronounced Oh-wa-hee) means "a safe place to stand upon." It's clear from talking with operators in South Dakota that because of legalized video gaming their businesses and locations are on a solid footing.

Increased revenues are being channeled into payments on the sophisticated games, more service personnel, and other equipment seen as stable: music, pool, darts, and pinball. It's still a "honeymoon" situation and it may be a while before regular video makes a comeback. It depends on what manufacturers offer in the future. ☐

The whole gang at D & E Amusement, (l-r): Lynn Gilbert, Monica Evers, Conni Scheetz, Dale Moke, Roger Stolty, Leroy Gruenewald, and Dave Backlund (seated).

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A carousel with poker and keno games at Shenanigan's in the Empire Mall.

Sincere thanks are extended to Jim Pietrangelo of SMS Mfg. for providing introductions to South Dakota operators and their locations. His experience in the state supplied valuable background information and a true understanding of the South Dakota experience. Thanks also to Dean, Mac, Don, Dave, and Roy, without whose cooperation this story could not have been completed. It was a pleasure to meet them all and enjoy South Dakota's hospitality.

Community spirit runs high in South Dakota

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Team members (l-r): Homer Harding, Dean Schroeder, Ty Armstrong (golf pro); Steve Lieberman and Glenn Charney of Lieberman Music Co.

(Photo by Genelli Fine Photography in Sioux Falls, S.D.)

Dean Schroeder of Musi-Vend in South Dakota believes in giving back to the community. He decided to establish the first annual Schroeder Inc. Charity Pro-Am Golf Tournament, held on August 7 at the Willow Run Golf Course in Sioux Falls, S.D. Proceeds from the event were donated to two local agencies: the Children's Home Society and the Children's Inn.

Schroeder was joined in sponsorship by SMS Mfg., Video Lottery Consultants, the South Dakota Music and Vending Association, and Lieberman Music Co. A total of $20,000 was raised for the two charities. The Children's Home Society provides long-term care for problem children; the Children's Inn supplies short-term care for abused children.

Other South Dakota video lottery operators, retailers, and members of the state Lottery Commission joined Schroeder on the links for a day of golf and relaxation. A total of 25 professional golfers from the Dakota and Ben Hogan Tour groups, along with 75 amateur players from across the state, competed for money and prizes. Each team was composed of one pro and three amateurs.

A local catering service set up shop at

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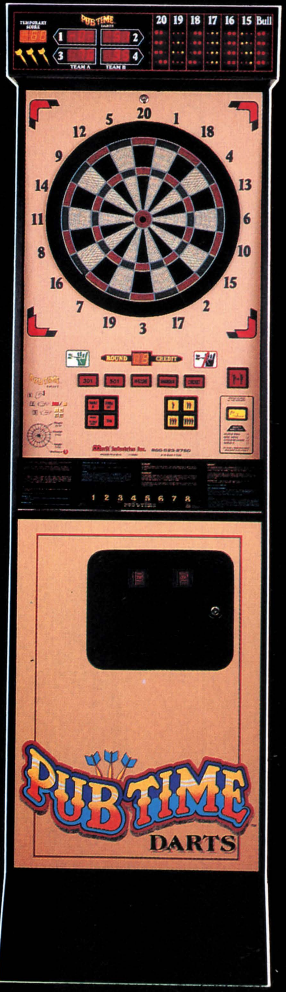
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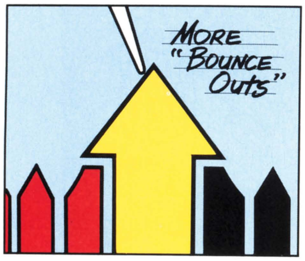
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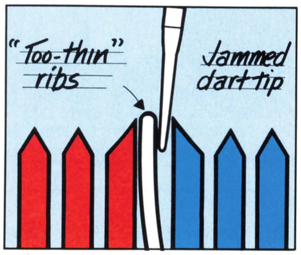
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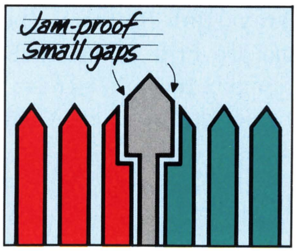
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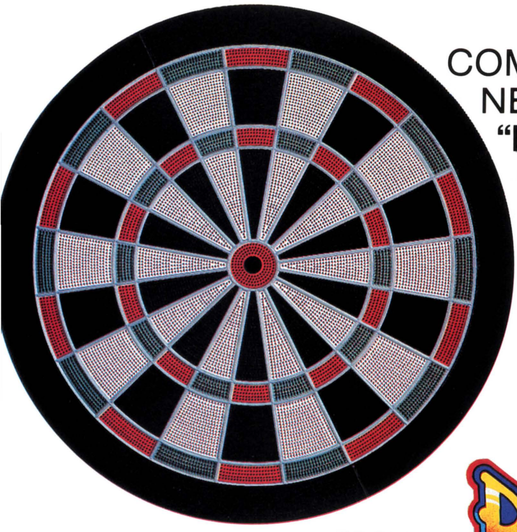

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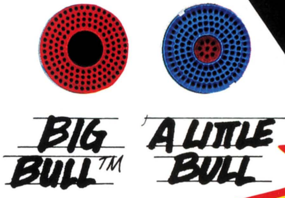
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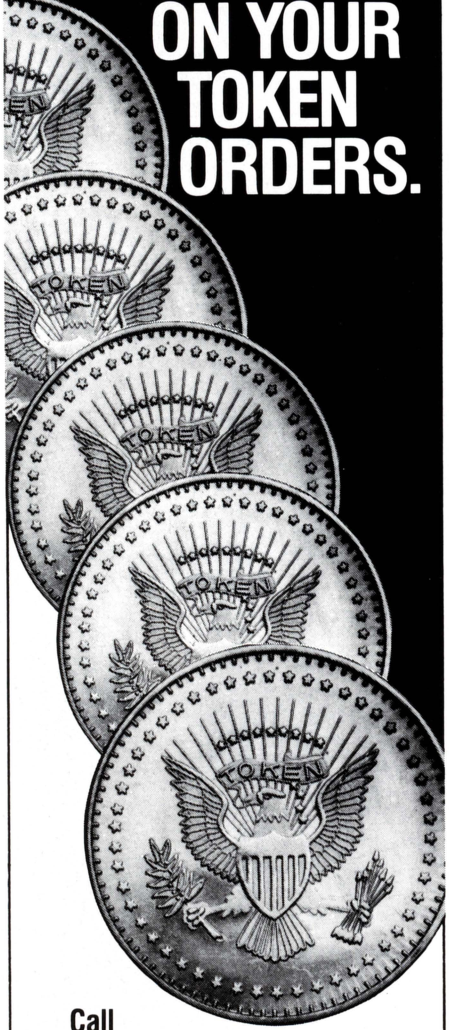
In the Willow Run clubhouse, (l-r): Homer Harding, candidate for State Treasurer; Dean Schroeder of Musi-Vend; Scott Henneman of the South Dakota Lottery Commission; and Jim Pietrangelo of SMS Mfg.

the end of the course, where players feasted on sirloin steaks cooked on an outdoor grill. Winners included Lucky Kruisers Cafe, amateur first place team (Ron Murray, Bob Stewart, Harry Greene, and pro Fritz Johnson); Brad Dubiser of Empire Bowl, low gross; and Steve Schroeder of Musi-Vend, longest putt. Rennie Sasse of Lincoln, Neb., won top honors in the pro division.

All participants expressed an eagerness to return next year for another challenging shot at the intriguing course and an opportunity to be together again for a good cause. ☐

On the links, (l-r): Dave Backlund of D & E Music & Vending, Steve Brinkman of Sneakers Peanut Bar, Ric Nalyd (golf pro), South Dakota Lt. Governor Walt Miller, and Jud Hauser of Tombstone Pizza.



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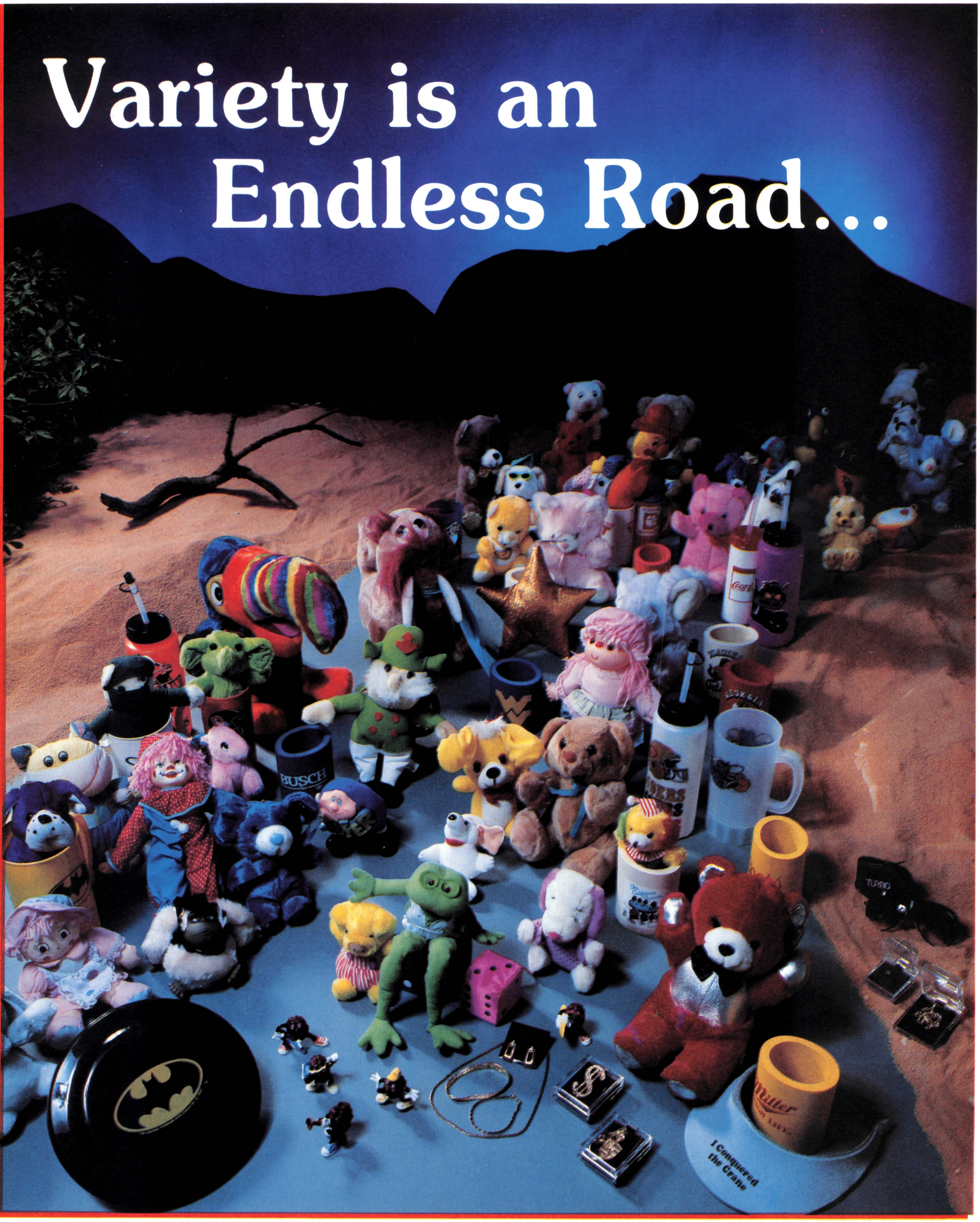
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Winning tickets attracts players

Back in June, when I was talking with Play Meter editor Valerie Cognevich, she asked me, ''How is business?''

I told Val that our business was very strong and I explained why.

While many video game and pinball companies have been experiencing the usual summer slowdown, redemption has been growing. Val said that she had heard similar comments from other redemption-oriented firms.

Since redemption is becoming a significant part of the business, Val thought that Play Meter should increase its coverage of redemption. When I agreed, I was ''volunteered'' to write this column.

However, rather than just printing my own thoughts and ideas each time, I would like to use this column as a forum for many industry ''experts'' to share their experiences with Play Meter's readers. Next month, designer Bob Minick (J.R. Minick & Associates) will offer some suggestions to the arcade owner contemplating the addition of redemption to existing arcades, as well as to the arcade owner planning a new redemption center/arcade. In months to follow, we will highlight some successful redemption operators. We hope readers will glean some ideas that will increase profits in their own businesses.

General information

Although redemption has existed for many years, it is only recently that redemption has received widespread interest. This month we will look at some of the reasons why redemption has been brought into the forefront of the amusement industry.

Why bother with redemption? If you have an arcade that *doesn't* depend on a constant flow of new, ''hot'' videos to maintain collections, perhaps you don't need to bother with redemption. If your arcade already has a healthy family business with an atmosphere attractive to young children and their parents, then maybe you don't need to concern yourself with it either.

But if you are like most game room operators, adding redemption can help alleviate two of your major problems--how to keep collections strong between ''hit'' games and how to compete with the home videos.

The first is how to survive the ''hit game'' syndrome. Certainly, it is great for the industry when a *Teenage Mutant Ninja Turtles* comes along. Unfortunately, games like that are few and far between.

What happens between *Pac-Man, Gauntlet, Double Dragon,* and *TMNT*? Redemption-oriented locations have a much broader base than their video game room counterparts. A well-run redemption center doesn't experience the major dip in earnings between the hot games. If the prize counter is properly merchandised, a *Skee-Ball* may earn as much money in its tenth year of operation as it did in its first year in the location. Even the biggest hits among video games cannot make that claim.

This is an important reason for the success of redemption. The equipment can stay on location for a long time. The player appeal in a redemption game isn't the play as much as it is the attraction of winning tickets or tokens. Although these tickets or tokens have no value unto themselves, it is the prizes that may be ''purchased'' with them that are the true fascination.

The second problem is the competition from home video games. No matter how intricate the home games become, you cannot win a Bart Simpson key chain when you play a video game attached to the television set in your home. Redemption centers will help get your customers back into your game room.

But to attract customers and run a successful redemption center, you must have up-to-date, desirable merchandise. Playing a coin-pusher may not be as much fun as playing a video game, but winning tickets to be redeemed for a Bart Simpson key chain or a Sony Walkman tape player make the pusher even more captivating.

But beware: redemption requires hard work. Careful purchasing of the prizes must be a top priority. Batman or Dick Tracy merchandise must be ordered months before the general public is aware of the pending movies. If you are not on top of the upcoming trends, delivery will be too late.

To be aware of future trends before they become apparent takes careful studying and planning. Attend merchandise trade shows and read specialty periodicals. You can't be successful if you are not right on top of popular themes.

"But beware: redemption requires hard work."

Also, stock must be rotated and protected from potential loss (i.e., theft). A redemption operator must develop a system to keep tickets that have already been redeemed from being recycled. Redemption isn't a "quick-fix" to an ailing arcade. A badly run redemption center can lose money faster than a badly run video game room. But take heart, you can hurdle these obstacles with some hard work and good management. ☐

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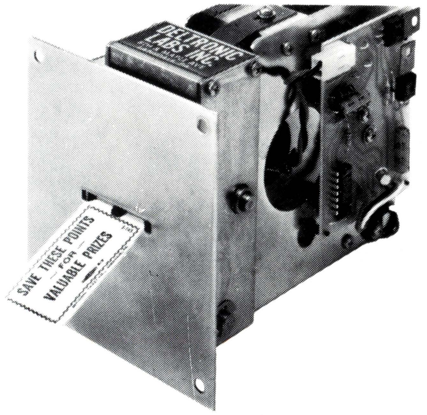

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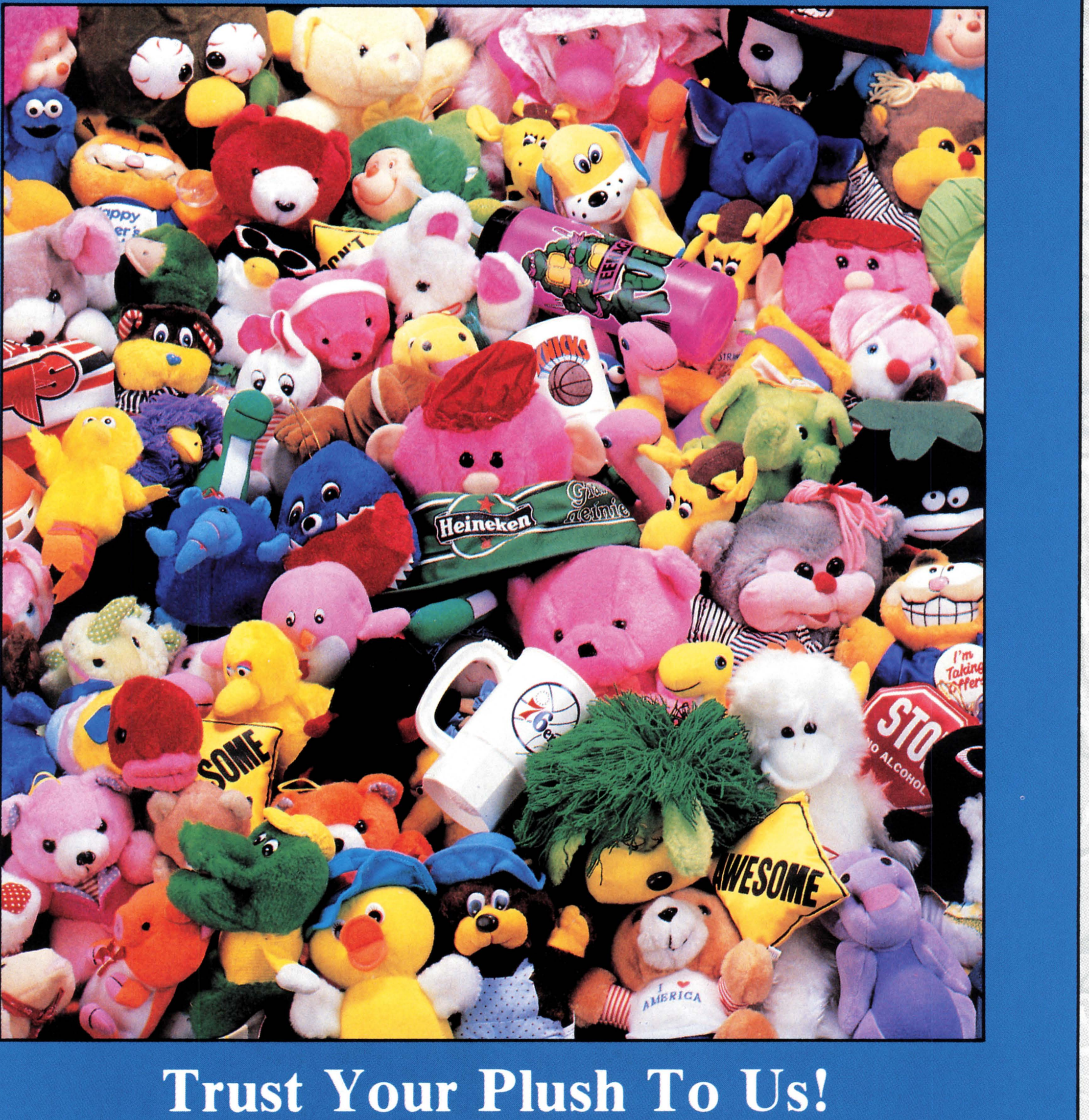
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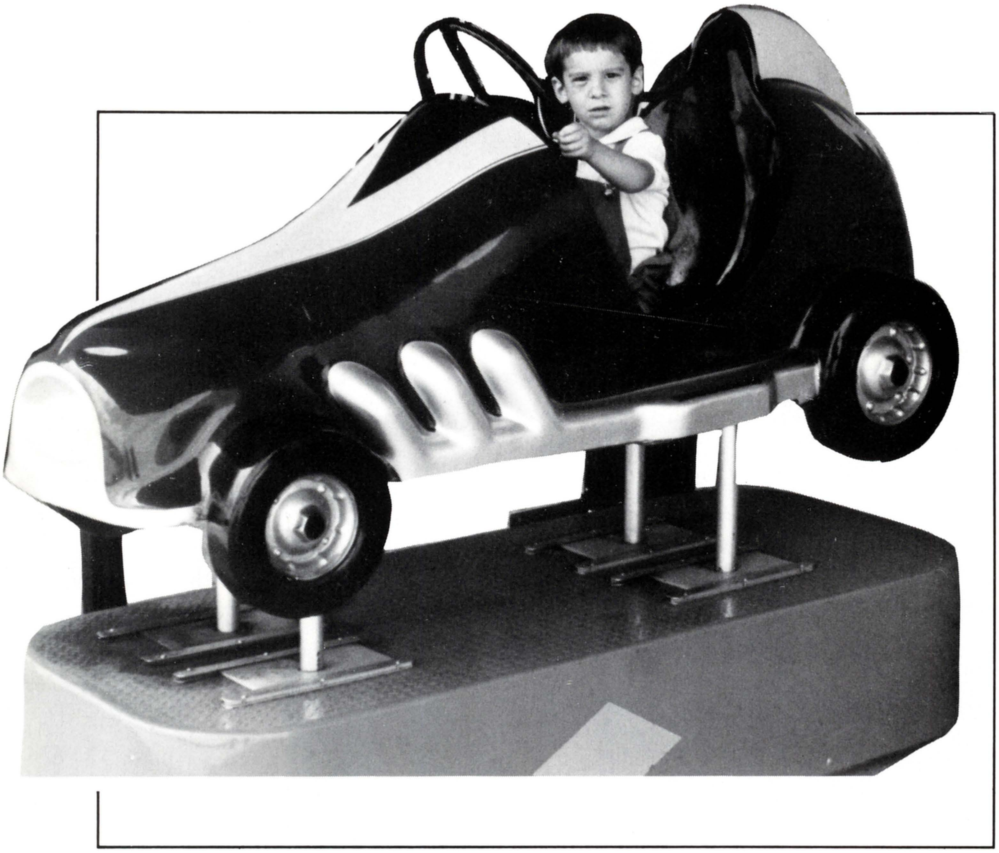

Future looks rosy for kiddie ride industry

When was the last time you heard an operator express contentedness with 25-cent play or boast that his equipment was earning like a champ, despite being decades old? Can't think that far back, eh? Such a person does exist. Just seek out your average kiddie ride operator for proof.

Unlike the volatile amusement game market, which fluctuates like the Dow Jones industrial average, the kiddie ride industry is a model of stability. Earnings in the former soar one minute, flying on the wings of a "hot" game, only to crash and burn with a string of mediocre to bad product.

Seeking this stability and diversification, operators have increasingly set their sights on kiddie rides. They're looking in the right direction, says Thomas Theisen of Theisen Vending Co. in Minneapolis, Minn.

A 30-year veteran of the industry, Theisen serves as president of the American Kiddie Ride Association, which was formed in the summer of 1989. It's given operators of this equipment a unified voice—and more.

"A few of us got together and decided we needed a kiddie ride association, for various reasons," Theisen said. "There had been an association at one time, but it was basically just a vehicle for obtaining insurance. There hadn't really been an association developed strictly for kiddie rides, one that held regular meetings and had its own identification. It fell under other umbrellas like AMOA.

"One of the target goals for the American Kiddie Ride Association was, again, the insurance aspect. I hate to say it's a problem—because it's not—but a lot of insurance companies are not familiar with the kiddie ride industry, so they stay away from it. The industry has been very accident-free, and the association is our vehicle for educating the insurance companies about that fact. We're a watchdog for the industry, keeping an eye out for legislation that might harm us. The association is also a mouthpiece for positive legislation; we've taken a strong stand in favor of the dollar coin.''

The AKRA held its first board/general membership meeting at ACME '90. Forty-one people attended then; at last count, the membership had grown to 71. Besides the obvious ''strength in numbers'' reason for joining any association, Theisen says, kiddie ride operators are stepping forward with their $50 in yearly fees to capitalize on insurance savings.

''Ninety percent of our regular and associate members are operators, and the main reason they join is, as I said, because of insurance,'' he explained. ''The insurance company we deal with is Recreation Industries. They've had a lot of experience in insuring recreational-type equipment. Generally speaking—it varies from state to state—they charge $30 per ride for $1 million worth of coverage, with a $500 deductible. Both large and small operators, ranging from those with 10 or 15 rides to those with 5,000, needed this insurance.''

There's a wide variety of coin-op kiddie rides, but a typical scenario involves a little merry-go-round, horse, space ship, car, helicopter, etc., that's placed in front of shopping centers, department stores, grocery stores, and the like. The customer generally gets a 90-second ride for a quarter. There's no shortage of kids eight years old and under—the core age group—clamoring to climb aboard, as more amusement game operators are learning.

''The kiddie ride industry is nowhere near the magnitude of the vending machine or amusement game businesses,'' said Theisen, a distributor of the former and operator of the latter two. ''However, what's happening is a lot more people are diversifying than before. Many amusement machine operators are switching over to kiddie rides. There's a reason for it: the industry is very good right now, very stable, while the amusement game business is experiencing ups and downs.

''Also, often when an operator gets an account with a chain like Wal-Mart to put video games in, Wal-Mart will give him the option to put in kiddie rides as well. I'm a distributor of kiddie rides, so I've done national business with operators who've been given the opportunity to place this equipment. Some of these people had never been in the business before; they were amusement machine operators. Many have become good-sized kiddie ride operators, having had a taste of what this industry can offer. But it was all brand new to them three years ago.''

Theisen remembers 30 years ago, when a penny-per-ride was the norm. Moving up to a nickel was difficult; rides set on a penny would often triple the take of those asking five cents. When dimes became the common coinage, Theisen says, the kiddie ride industry became ''better, but things weren't great.'' He credits the *Pac-Man* era for the advent of 25-cent pricing for rides. The industry has been successful with a quarter, but Theisen hopes the future will include a dollar option.

''We in the kiddie ride business think it would be nice to have two options: a slot for a quarter and a slot for a dollar,'' he said. ''I could envision a situation where a child would ride for four minutes for a dollar, or a minute to a minute-and-a-half for 25 cents. Once you've got a dollar coin, it would perhaps inspire the manufacturers to make a more sophisticated ride. It would be more expensive to the operator, but at the same time, the ride would take in big dollars. We're at the end of the line. We've used every type of coinage; the quarter has been the norm for the past 10 or 12 years. I think a dollar coin is the answer. We've found that two quarters simply doesn't work.''

Prices for coin-op kiddie rides typically start at about $1,800, going up the scale to more sophisticated rides in the neighborhood of $5,000. These high-end rides—carousels, space robots, hydraulic helicopters, and things of that nature—hold two or three children.

Amusement game operators seeking an excellent return on investment and little rotation hassles should consider kiddie rides, Theisen points out.

''The ROI is strong, unlike some aspects of the amusement machine business,'' he said. ''Video games and pinball machines usually experience a high dollar return immediately, but then the revenue drops off real fast. Kiddie rides are a business where you grind it out for a long period of time, similar to candy and cigarette machines or pool tables. You might change a video game every two or three months; changing a kiddie ride once a year would be adequate, though rotating more often would be better.

''Operators should also consider the typical life-span of a kiddie ride. We have rides on our route that are 35 to 40 years old. The old Bally horses are big, strong

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rides that still work tremendously for outside locations.''

One might think that new kiddie ride operators who try to secure locations would have a hard time, what with a seemingly finite number of possible locations. Theisen disagrees.

''That perception is totally untrue,'' he said. ''This business is like a sleeping giant; it's really come into its own. But a lot of people haven't figured that out yet. Shopping centers haven't always been available as locations, but they sure are popular today. Department stores are having some problems, so they're looking at every single way to be competitive and derive extra income.

''The opportunities in kiddie rides are outstanding. If a person went into any town in the United States and wanted to enter into this business, he wouldn't have anywhere near the competition as exists elsewhere. The town would have a drug store, a hardware store, or maybe even a vending company with amusement games, but I doubt there would be someone into kiddie rides. There are all sorts of locations out there just waiting to be approached. This is the business of the '90s.''

Locations abound

Steve Caplan of Universal Vending Service Inc. in Portland, Ore., AKRA vice president, says another advantage of kiddie rides is they don't have to keep up with the country's latest trends.

''Kiddie rides are always consistent, whereas with video games you constantly need something new to maintain interest,'' he said. ''The generic pony ride has been around since you and I were kids, and it will always be there. You don't have to have anything trendy and exciting to generate consistent income in this industry. Sure, there have been fad rides that were consistent with the times, but horses, trains, and boats have been with us for 30 or 40 years. They have continued to grind out the same income over this period.''

It would be a mistake for the kiddie ride industry to push for 50-cent rides, Caplan says. A quarter suits him just fine.

''There's been a slight movement afoot to increase it to 50 cents on the newer hydraulic, technologically advanced, and obviously more expensive equipment,'' he said. ''But I think there would be a revolt by the customers and parents if a basic horse or boat ride was raised to 50 cents. Heck, from the operators' standpoint, we don't need it. I'm perfectly happy with the quarter; it's generating good income. I'd lose a lot of business if I raised prices to 50 cents or $1.''

He echoes Theisen's views on locations: be creative, because the possibilities are out there.

''There's nothing finite in this business; locations are opening up everywhere,'' Caplan said. ''Pizza parlors are excellent locations. K-Marts and Wal-Marts are excellent locations. Large malls, where they have a play area for kids while the parents shop, are a terrific new phenomenon that are being developed all the time. In fact, some malls have called us, wanting to put

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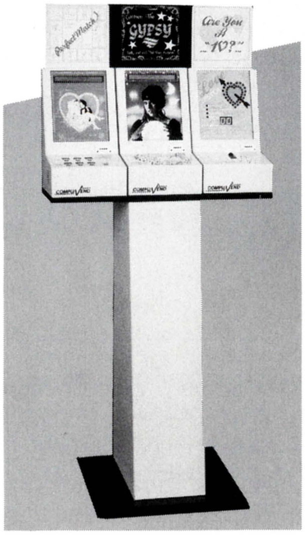

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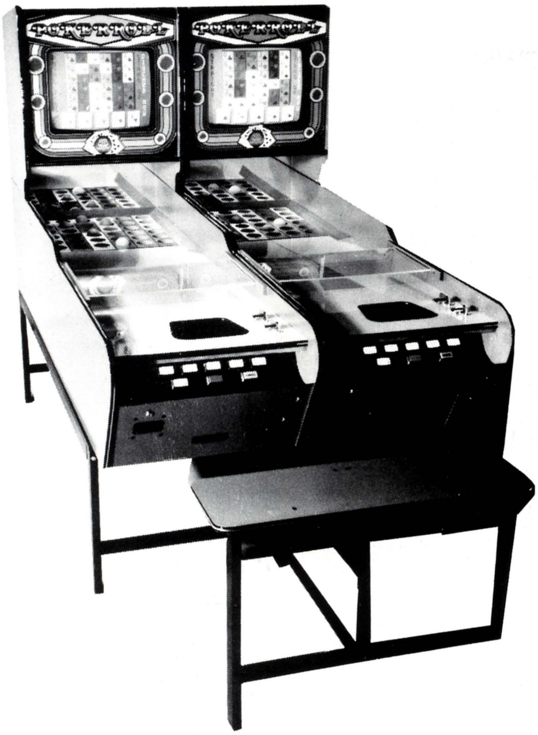

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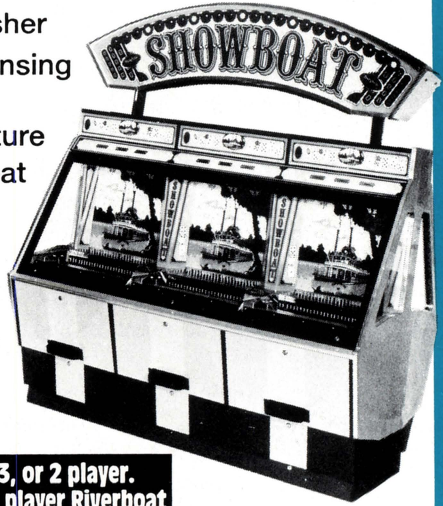

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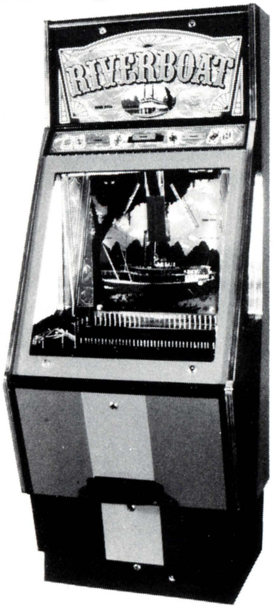

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the rides on free play. They'll pay us $300 a month just for that privilege. All I have to do is keep the rides working; they carry the insurance.''

Caplan's company was originally into bulk vending 100 percent. In the last five years, he says, kiddie ride revenues have crept up to the point where the business is now a 60-40 split: 60 percent vending, 40 percent rides.

''Personally, though, I would hate to be getting into the kiddie ride business on an entry-level position right now,'' he said. ''Having to buy all new pieces and locating them would cost a fortune. You have to know how to buy smart, to buy older pieces that can be refurbished. They'll look like new and last another 10 years. All that's required in a kiddie ride is basically a new paint job. We don't paint our horses tan or brown; they're hot pink or neon green. Our horses are an attract mode in themselves. They get attention and generate income.

''To get into the kiddie ride business in a big way—at the level we've reached at this point—would require *a lot* of money. Many of the kiddie ride operators out there have five to 10 or 10 to 20 pieces. The income these rides generate is a nice supplement.''

Operators who are thwarted in their attempts to place kiddie rides inside locations shouldn't give up. Don't forget: these locations have an *outside* too.

''Put the rides outside; that's the key,'' Caplan said. ''You simply have more opportunities outside. An inside location not only has space constraints, but the equipment has to be in pristine condition. But outside, you can place more generic equipment that doesn't need to look as beautiful. Any kiddie ride you see outside is built like a Sherman tank. They're heavy and difficult to gain entry into. If I lived in Phoenix, Los Angeles, or anywhere with a warm, dry climate, it would be fast city for me. I don't have the outside opportunities in Portland, where it's cold and rainy much of the time.''

In sum, what we have is a thriving industry that's showing no signs of retreat.

''It's undoubtedly a bullish market; I'm very optimistic,'' Caplan said. ''Being a kiddie ride operator is ideal for those interested in long-term earnings. Avenues are opening up all the time. Family restaurants are now discovering they have room for a little horse or a little train. A location that has a lot of kids is perfect. And the great thing is, kids are everywhere!'' ☐

Note: The AKRA's next meeting will be held in conjunction with the AMOA show in New Orleans. It will take place in the Radisson Suite Hotel on Saturday, Oct. 27, at 9 a.m. Representatives from the association's insurance company will be there to explain insurance package variations that are available (different premiums, different amounts of coverage, etc.).

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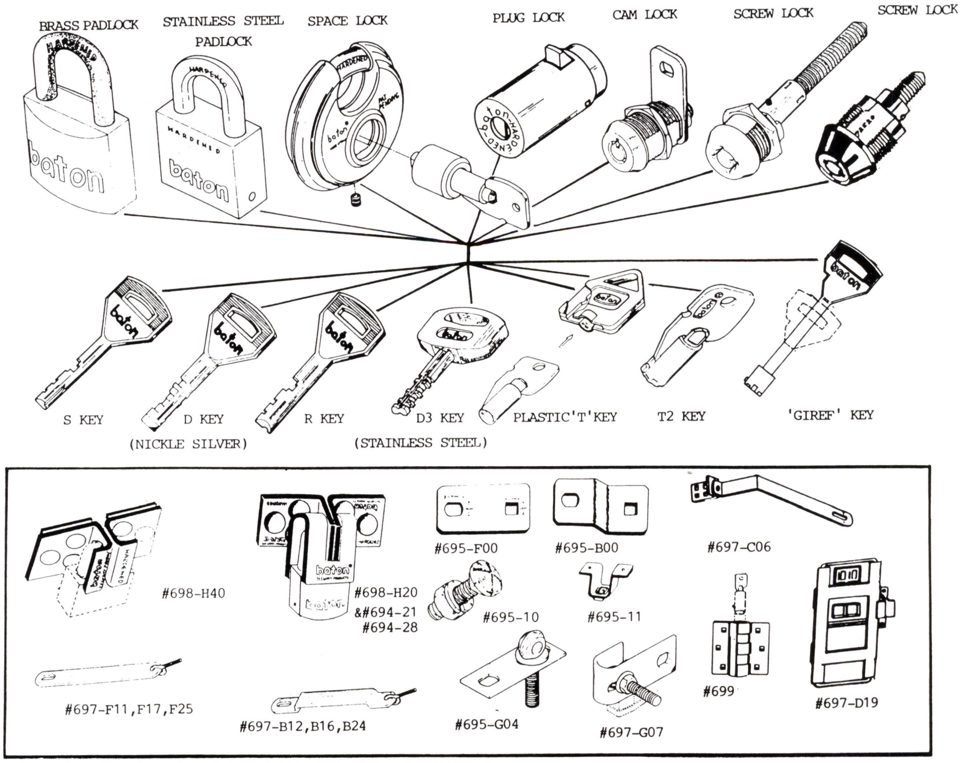

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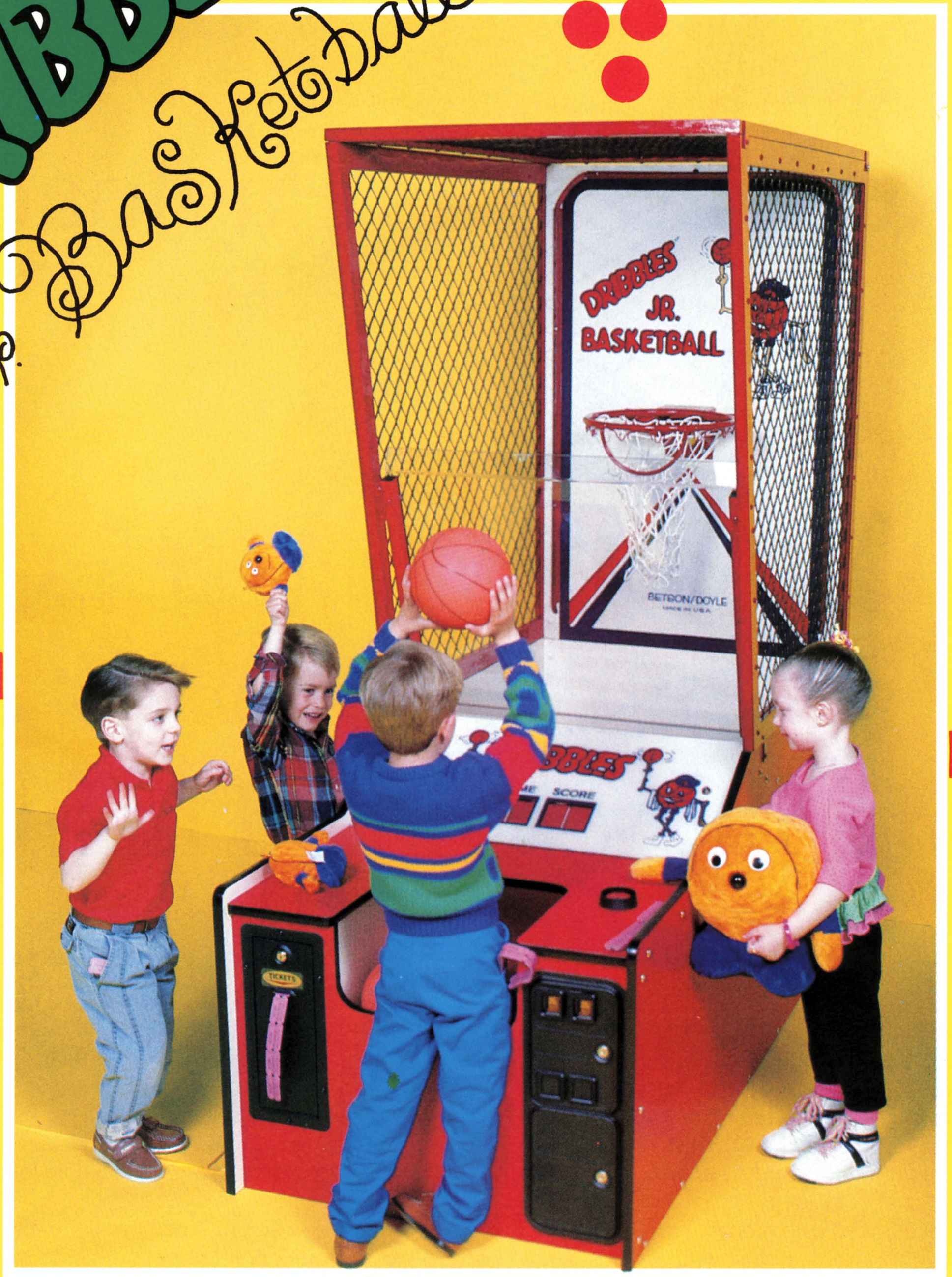
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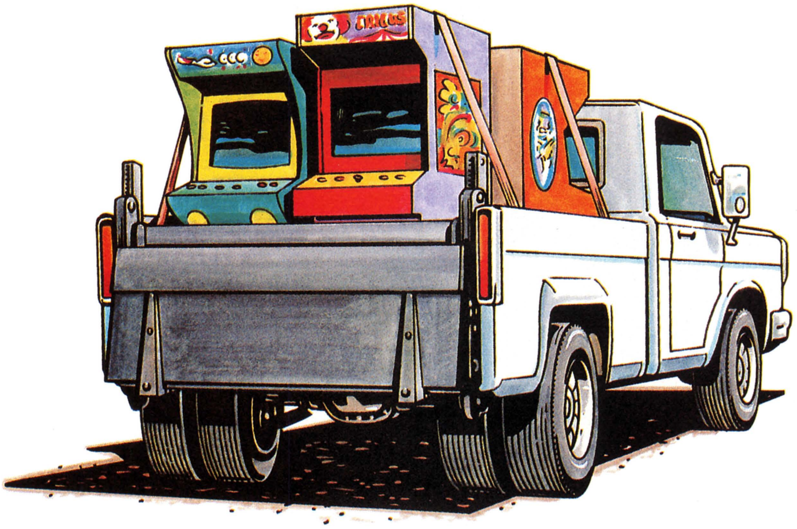

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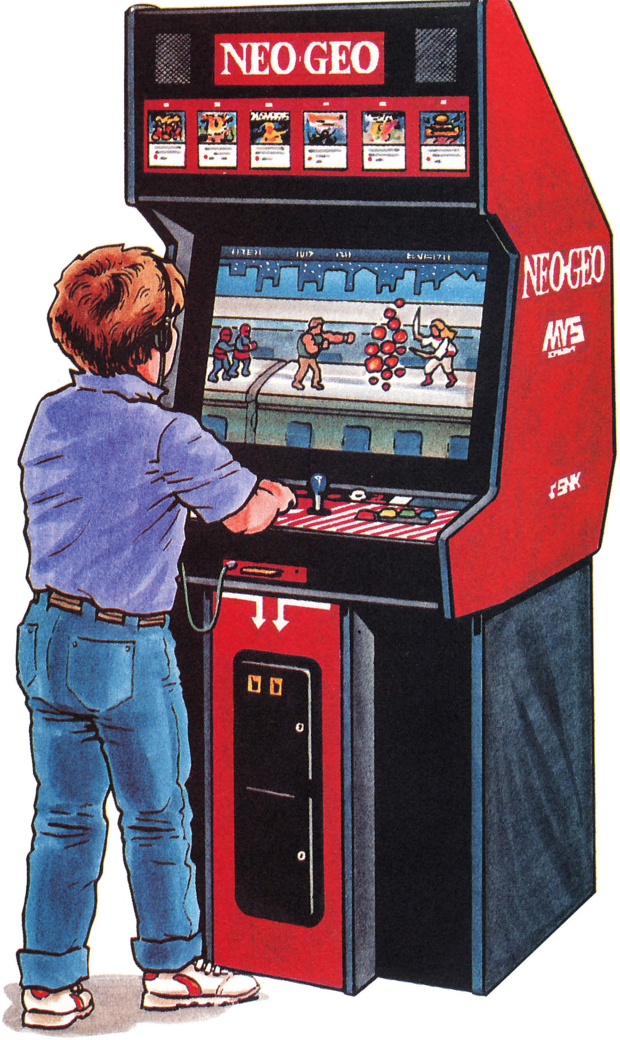

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Christopher Caire

Norm Pink

Former AMOA president Norman Pink (1981), a 43-year industry veteran who operates American Amusement Arcades in Minneapolis, Minn., is an ideal spokesman for the redemption segment of the coin-op amusement industry. Besides his route operation, Pink has seven Circus amusement centers—large, multi-game stores for the family that serve food—and 16 Piccadilly Circus game rooms, smaller locations found in enclosed shopping malls.

These venues are dotted with redemption equipment, Pink says, because that market is prosperous and continuing to grow. Smart operators would do well to explore this field, whether they own one or 100 arcades. The age-old reasons for ignoring redemption no longer hold water, he believes.

What made you decide to add redemption pieces to your mix of traditional coin-op equipment?

The availability of the product and its acceptance by the public became evident about four years ago. It started with the cranes, as everyone knows. After the local authorities were willing to accept crane merchandise, we were able to gradually work into a situation where redemption product was an accepted norm. Before this time, there was a question in Minnesota whether a coin-op amusement device could give anything away other than free games.

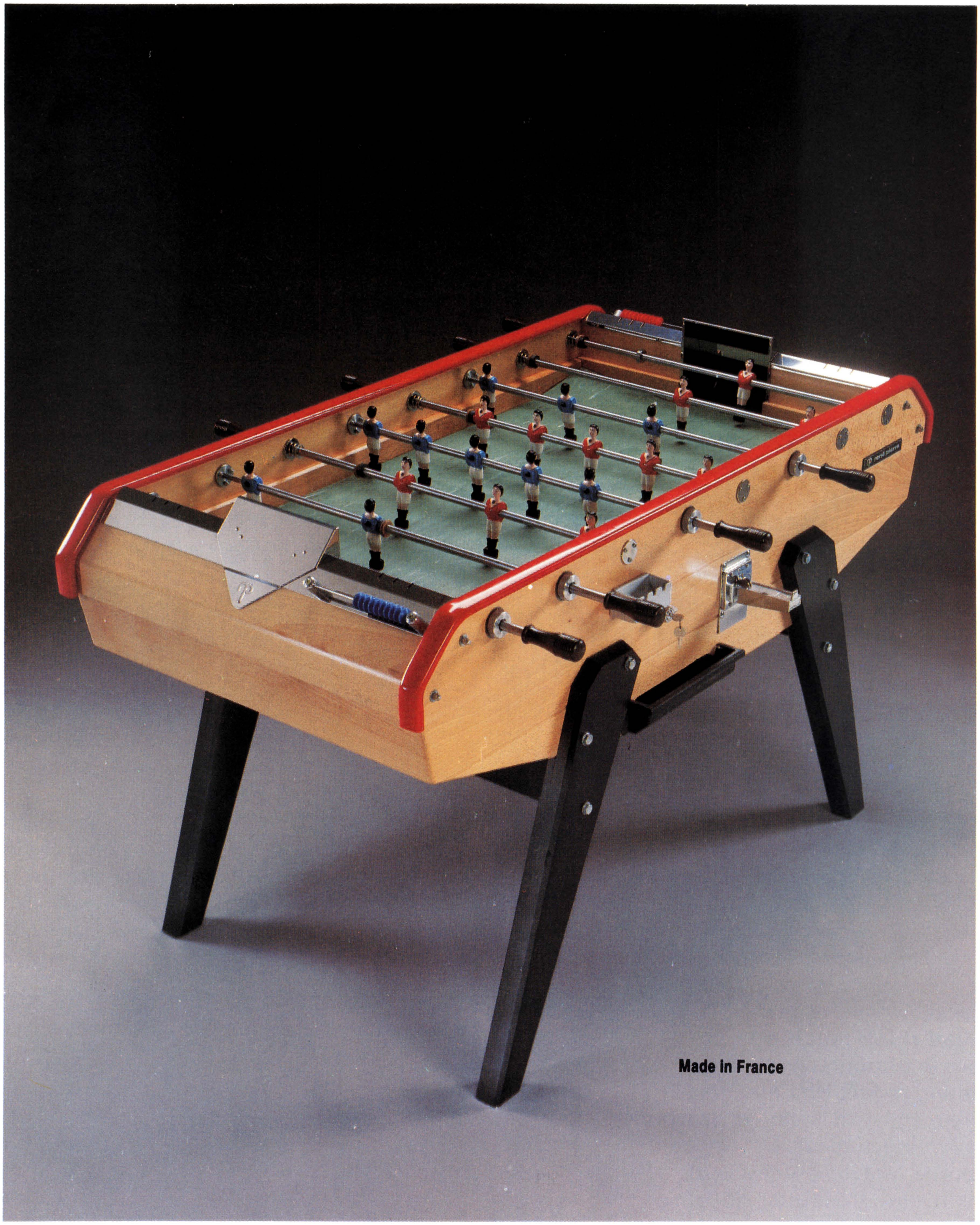
When the cranes came out, we had to prove that we were doing nothing more than buying product for wholesale and selling it for retail. We also assured the authorities that we wouldn't put weighted stuffed animals inside the cranes, or place any extra enticements in there. We didn't put a $10 bill around the neck of a teddy bear, for example. By following these procedures, it gradually became easier for us to use cranes and skill games that dispense tickets.

Also, we policed ourselves by not having any high-ticket items in our arcades. We didn't put in big television sets, boombox radios, or bicycles. Each prize was attainable by the customer while he was in the arcade. We limited ourselves to 400-ticket-maximum prizes, which allowed someone in the arcade for an afternoon to get the prize he wanted by playing the various games.

Tell us a little about the Circus and Piccadilly Circus stores.

Well, we bought all of the existing Chuck E. Cheese and Showbiz locations in the area. Before that, we operated three of

renē pierre FOOSBALL COMPETITION 2000



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these amusement centers ourselves. They had animated shows, games, and either indoor miniature golf or bumper cars. We now have seven Circus locations in Minneapolis, St. Paul, and Eau Claire, Wis. Piccadilly Circus doesn't have food; they're just amusement centers in enclosed shopping centers.

Our largest Circus is approximately 30,000 square feet. It has a full-size merry-go-round, bumper cars, and all of the redemption games we can get our hands on: basketball games, knockdowns, *Skee-Balls*, *Whac-A-Moles*, and things of that sort. Some of the stores have about 20,000 square feet, while others are smaller, about 12,000 square feet.

Why are so many arcade operators wary of redemption?

In our particular case, it was due to the fact that the various legislative bodies were afraid that redemption would extend into quasi-gambling. Any time you award a prize with the insertion of a coin or token, there's a chance it will expand itself into gambling. We've been careful not to create that type of atmosphere.

Even with the advent of pusher-type games, we only operate them in communities where we know they are allowed. We've gone to the policing bodies and explained the games before putting them in. In every one of those games, the customer is guaranteed of winning at least a ticket with the insertion of a token. With that ticket, he can always get a prize.

Don't you think much operator reticence is attributable to simply not wanting to fool with merchandise, irrespective of having to deal with governing bodies?

I'm not sure, but I do know this: arcade operators have to realize that the public is asking for more than video games or pinball machines. Customers want participation games; they enjoy winning product, not just free games.

For example, it's been proven that a *Whac-A-Mole* with a ticket dispenser will earn a lot more than one without it, even though you're paying out. This brings up another point: the redemption games have to pay out enough so that the customer doesn't feel he's being taken advantage of. Our redemption games pay out at least 25 percent.

Are there any minimum space requirements, in your opinion, that should be met before considering redemption?

No. We have some arcades as small as 1,500 square feet that have redemption. A redemption counter and display area in a smaller arcade may not look as great as it would in a 30,000-square-foot arcade, but there are creative ways to display merchandise.

You can hang it or have racks behind the counter. Some of the Aladdin's Castles have six-foot, enclosed glass showcases that work very well. They may not have an attendant counter, per se, but they have someone to retrieve prizes from the display case or a back room. We have a counter in every one of our arcades.

> *"Arcade operators have to realize that the public is asking for more than video games or pinball machines."*

One problem that's yet to be figured out is how to put redemption games in bars and other street locations.

Is it because of the clientele?

No. The owner of the location may not want to devote space to a redemption counter, or he may not want to man it. One operator who's made it work, though, is Randy Chilton of Chilton Vending in Wichita, Kan. He's put redemption counters in some of his customers' bowling centers. Randy puts the counter and the display in, and they work out a mutual agreement whereby an attendant works certain hours of the day. It's a good idea that's worked well; we're pursuing it right now.

Do you have a formula for determining your mix of redemption equipment?

I don't have one. I would say to put in as much redemption equipment as you can, depending on the dollars you have, the arcade's square footage, and the availability of product. You still need your video games and pinball machines, but people today are looking for games that they can't play at home.

You can't buy a *Skee-Ball* in a store like you can a video game for the home system. With these junior-sized basketball games we have in our arcades, the parents can come in with their young children and participate with them. About 25 percent of our

The inside of a typical Piccadilly Circus arcade.

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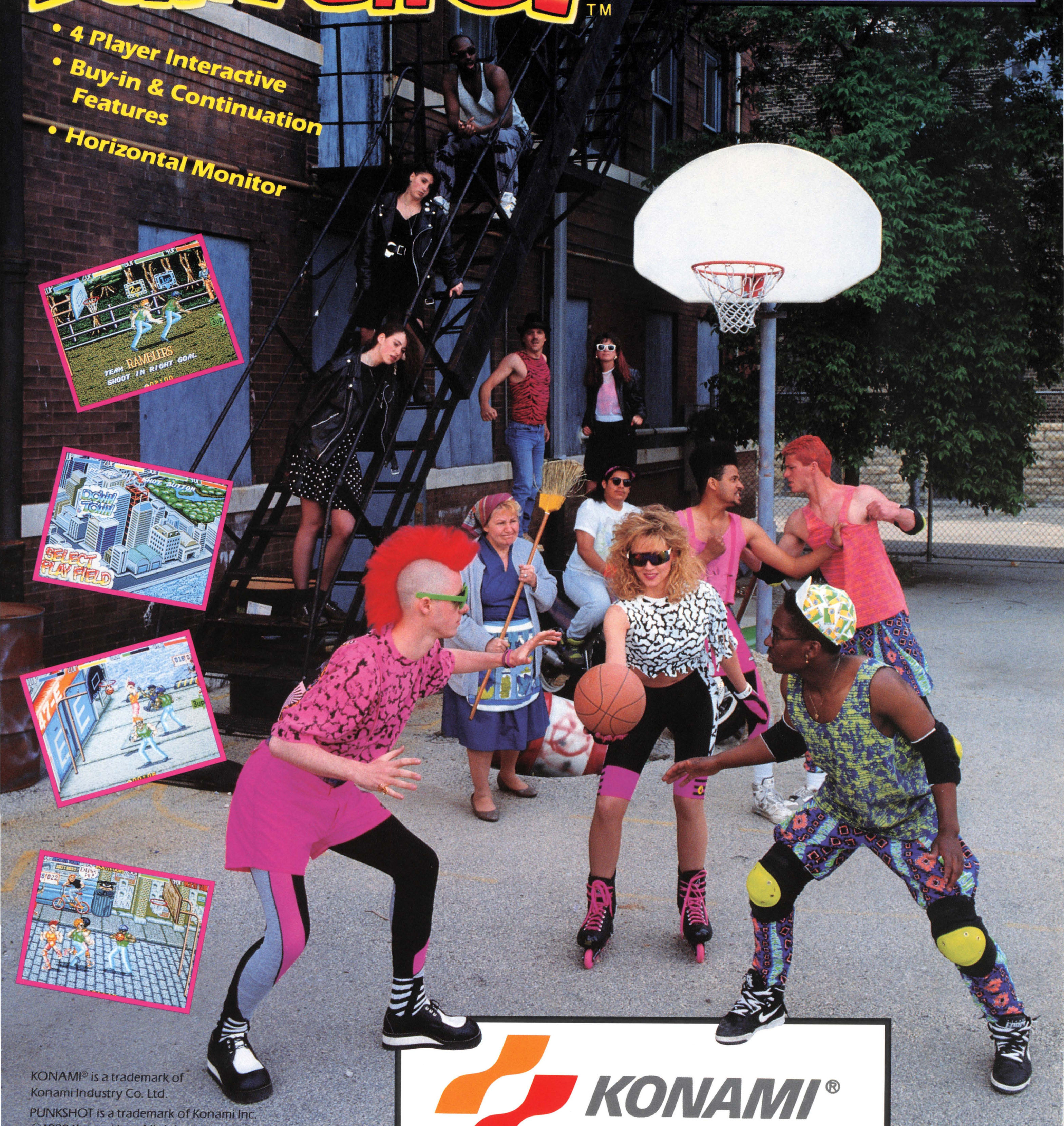
TEAM RAMBLERS
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DOWN TOWN
SELECT PLAY FIELD

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Make a fast break for Konami's newest, hippest hoops game, **Punk Shot.** Street basketball in its raw form is brought to the screen in this zany combination of sports prowess and fighting ability.

Reputations are on the line as the Ramblers take on the Slammers—two of the toughest two-man teams around. Choose your turf—you can play either downtown in the alley, at the local park, or dock side. There's no home court advantage either way, and plenty of onlookers are on hand at all locations to provide cheering and jeering on the sidelines.

The teams are rough and ready to play. The rules? There aren't any in this 'hood. It's time to play dirty, and both sides know it. You can pass the ball to your teammate, or shoot for a basket, but always remember to watch your back! Punches fly as the players try to steal the ball away from each other—fists speak louder than words in this game. To be victorious in this match, you must have an awesome combination of lightning speed, sharp reflexes, and great timing, not to mention prizefighting skills. To add to the chaos, there are obstacles that further challenge the game play, including a little old lady who thinks that you street-wise guys are a bad addition to the neighborhood.

But you don't care about her or anything else that tries to get in your way. Your mind is on one thing only—winning. And whatever it takes, you have to do it, because the losers wind up being objects of ridicule, while the winners are hailed as kings of the neighborhood.

KONAMI®

games are redemption pieces, as a rule of thumb.

Do you see any particular product needs in redemption, any new game ideas that you believe would be successful?

I see that with more and more arcades offering various types of redemption equipment, the public is getting tired of plush. It's no longer the novelty it once was. This attitude concerns me.

Will that mean a scaling-back in cranes, or will there simply be different items placed inside them?

We're starting to look more towards capsules with merchandise inside them, like pins or even electronics. Suppliers are becoming creative, too, because they also see the need for product other than plush.

The licensed products are becoming more and more popular. Some are being licensed just for the amusement industry and not for retail sale, which is interesting. The "Teenage Mutant Ninja Turtles" plush that we buy from suppliers is not available in retail stores. Licensed plush items like "TMNT," "The Simpsons," and "Dick Tracy" are revitalizing the crane business.

An idea that's been successful in some states involves ticket redemption for drinks, food, and other items sold by bars. For example, tickets with numbers ending in seven get a free beer. We can't do this in Minnesota, but the states that allow it have done great.

If customers needs 400 tickets to get a Sony Walkman, for example, do you find that they give up along the way, not wanting to keep coming back or holding on to that many tickets?

Four hundred tickets is a reachable goal in one visit to the arcade. We try to make every product in the redemption counter attainable in one day. Mind you, though, a lot of kids take the tickets home and save them. That's part of the fun; it's like saving money to go on a vacation.

We're toying with the idea of letting customers turn in their tickets for certificates. There would be some kind of validation saying a slip is redeemable for 100 tickets, for example. They wouldn't have to carry 100 tickets back and forth. There are some logistical and accounting problems which still need to be worked out, but going to that system would make it easier for us to use the higher-ticket items.

Do you order the redemption items and warehouse them, or does each location order and keep the prizes on-site?

Each week we send an inventory order sheet from the warehouse to our stores. On that sheet, it's broken down into the ticket category of three, six, 12, or so many tickets. It lists the prizes available for that week from this inventory. The stores fill out the items they need on the order form. Also, each Circus or Piccadilly Circus store has its own storage room for keeping

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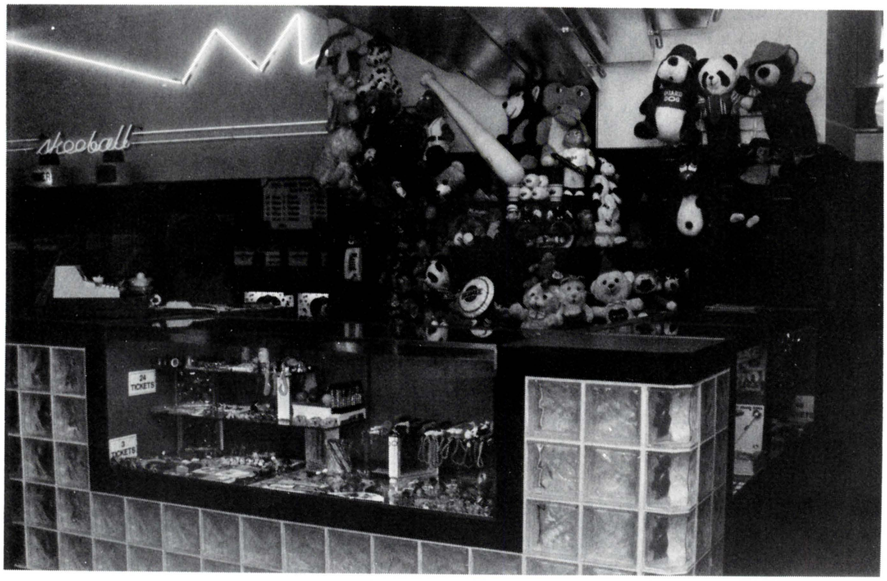

The redemption area is stocked with a wide assortment of plush and other prizes.

> *"Any time you award a prize with the insertion of a coin or token, there's a chance it will expand itself into gambling. You must be careful."*

back-up stock.

Do you run any special promotions?

We're constantly running promotions. Most arcades realize the necessity and benefits associated with doing it. This month in our Circus arcades, for example, customers are given a free Bart Simpson key chain with the purchase of any large pizza and a pitcher of soda pop. These key chains retail for anywhere from $4 to $6 in this area. This has been a good promotion for us. We've also run promotions that gave away Ninja Turtle drinking cups.

In our Piccadilly Circus shopping mall locations, where food isn't served, we'll run promotions such as making tickets on redemption equipment worth double value.

How do you determine where to place the next Circus or Piccadilly Circus?

When it comes to shopping malls, we almost always opt for enclosed ones and pass on strip malls. You have to look at the cost per square footage, who the anchors are, the demographics of the neighborhood, where your nearest competition is, where the schools are, whether everybody has to drive or is there foot traffic, and so on. You look at all of the things that any good businessman would before opening a business in a particular area.

For example, we passed up a mall in one city because it was strictly a fashion mall. Mothers wouldn't be bringing their young children there and teenagers wouldn't frequent it, because there wasn't anything there for them. On the other hand, we'd strive to get a mall across the street from a high school. Ideally, it would be in a blue collar area with a lot of families, have an open lunch period that allowed kids to leave campus, and be one which doesn't have all of its students bussed in.

What's going to be the next big wave in redemption? What has yet to be tapped?

Street locations along a route are the target, but we have to figure out how to create redemption counters in them. The opportunity is there for those who can pull it off.

Do you have any parting comment?

Large arcade operators like us or Aladdin's Castle have no distinct advantage as far as availability of merchandise. The same things we buy for 20 arcades can be purchased by an individual operator for his single arcade. We may be able to buy it a little cheaper, but we have to warehouse it; he can put right in. We've got problems that the individual arcade operator doesn't have.

With the availability of catalog houses, which are like record one-stops, a single arcade operator can buy whatever he needs from one or two of them. There's no reason he shouldn't be in the redemption business. ☐

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1990

FALL BUYER'S GUIDE

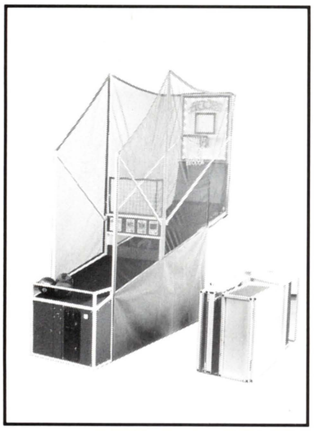
As the summer season winds down, thoughts turn to new stock as manufacturers gear up for industry trade shows and announcements of enhanced graphics or all-new products to bring to market.

Redemption tops the list of game choices included in our 1990 Fall Buyer's Guide, a thoroughly researched and carefully compiled catalog of equipment. In addition to the currently "hot" redemption games, look for the latest in novelty games, cranes and rotaries, pool tables, air hockey, table soccer, shuffleboard, kiddie rides, and specialty machines.

Photographs accompany each product listing, along with a brief description, to give an overall impression of the game and its appeal. Immediately following is a Buyer's Guide Index with company names, addresses, and phone and FAX numbers that make it easy to get in touch with the game's manufacturer or distributor.

Since more and more operators are maximizing profits through diversification, the Fall Buyer's Guide serves as a solid introduction to a wide range of game categories beyond the realm of videos and flippers. Many game room operators are changing their customer base by adding redemption equipment for the '90s — a smart move considering the number of baby boomers and their offspring. Products listed in this section fit the "family entertainment center" requirements. Best of all, rotation isn't necessary.

Redemption



Hoops
Adastra

A fold-up basketball game that's easily transported and requires only one man to set up in less than 30 minutes. Features include adjustable length and height, welded steel construction, two-player capability, photocell scoring, built-in light chaser, and backboard lighting.

Altec Basketball
Altec Mfg.

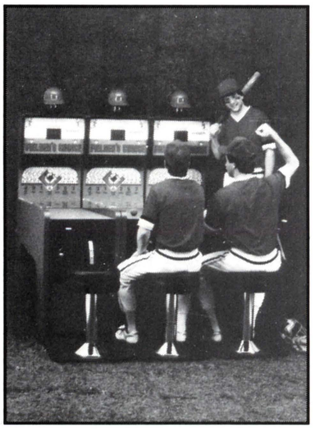
Five basketballs come with this game that offers adjustable playing time and price of play, optional ticket dispenser and bill acceptor, dual coin mechs, and adjustable height up to 10 feet high, 10 feet long, and 30 inches wide. Cabinet colors are red and yellow.

Gumball Rally
Atari Games

A driving theme game with 27 different sounds and phrases in a compact cabinet. Standard features: attract beacon, real horn, ticket dispenser, and step-stool for toddlers. Operator features: adjustable ticket payout levels, ticket enable/disable option, and diagnostic self-test.

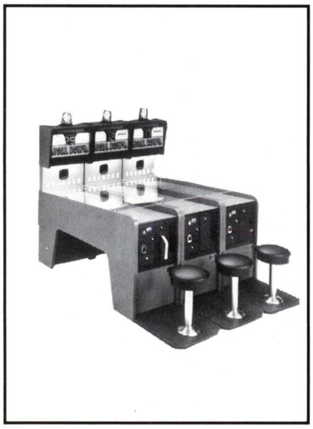
Clown Rolldown
Bay Tek

Clowns, balloons, and hearts cover the backglass of this blue and pink roll down; six balls are rolled with the intent of reaching either a high or low score. Features: attached stool, beacon light, voice and sound effects, faceplate target lighting, and game and ticket counters.



Fielder's Choice
Bay Tek

Players roll for only high scores in this roll down in a cabinet of red and green; the backglass has baseball hard hats on top of the beacon lights. Identical features as *Clown Rolldown*; measurements of both units are 69 inches high, 22.25 inches wide, and 72 inches long.

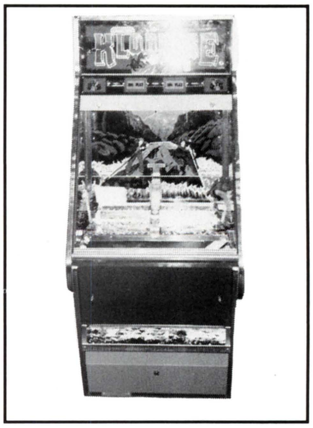


Roll Down
Bay Tek

The original roll down in the Bay Tek line, it features voice and sound effects, beacon light for winners, automatic coin and/or token operation, single ball release, and faceplate target lighting. Players roll for either a high or low score; a host of options are available.

Dribbles Jr. Basketball
Betson Enterprises
and Doyle & Associates

A joint effort to produce a basketball game for children. Features: vibrant graphics, attract mode with speech, ticket dispenser built-in, and two modes of play for either a traditional timed game or an optional specified number of shots per game.



Klondike
Betson Enterprises

A one-player coin pusher with token or ticket payout and a 10-token bonus feature. The cabinet is bright red, blue, and yellow with gold trim; it is manufactured by Crompton. Dimensions are 26 inches deep, 31 inches wide, and 63 inches high, making it suitable for many locations.

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Redemption

Lotto Fun
Betson Enterprises
A coin-op version of the popular lottery game housed in an upright woodgrain cabinet. Features: ticket- or token-dispensing, joystick and button controls, plus a long list of options. A bill acceptor is available.

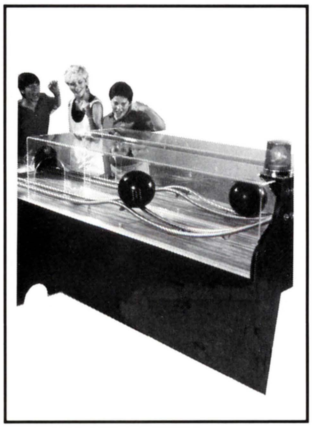
New Wave
Betson Enterprises
A new hexagon-shaped coin pusher from Crompton. Features: bonus slide, cabinet construction of tubular stainless steel, highlighted by colors of hot pink, electric blue, and fluorescent green. Dimensions: six feet, 11 inches high and six feet across.

Reel Poker
Betson Enterprises
A unique redemption game featuring poker play with cards appearing on reels in a fashion similar to a slot machine. Players can double their winnings with a hi-lo feature; there's also adjustable pricing and a skill feature. The cabinet is standard upright size.

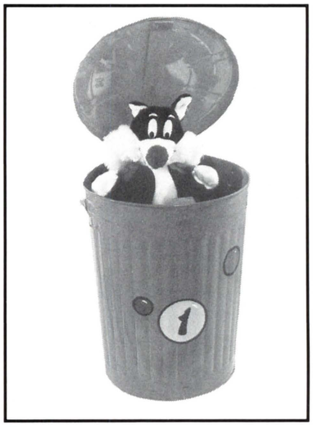
Riviera
Betson Enterprises
A six-player Crompton coin pusher with super-wide playfield. Features: bonus stacker, special token-dispensing model, and synthesized sound effects. The game is bright red, yellow, and blue with splashy overhead display. It's also available in a two-, three-, or four player version.

Rock N' Roll
Betson Enterprises
A new one-player Crompton coin pusher with reliable electronics, solid cabinet design, and more player control. Players can move the coin entry chute, which is connected to a zig-zag plexiglass chute going directly to the playfield. Dimensions: 26 inches wide, 31 inches deep, and 63 inches high.

Skee-Toss
Betson Enterprises
A joint effort to produce a ball bowler designed especially for children. Features: microprocessor electronics, attract mode with speech, and solid plywood construction with birch veneer. Dimensions: three feet wide, six feet high, and five-and-a-half feet deep.

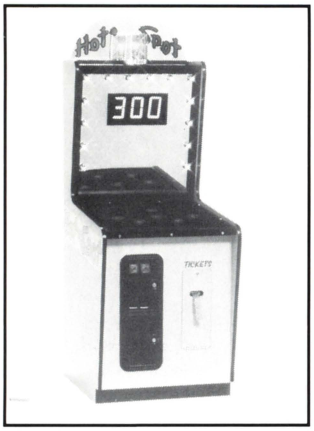


Bowler Roller
Bob's Space Racers
This is a skill testing game. Players must roll a 12 lb. bowling ball down into steel rails to a stop in the pocket area. It comes with winning beacon lights and a ticket dispenser. Both the rods and the ball are in an enclosed lane.

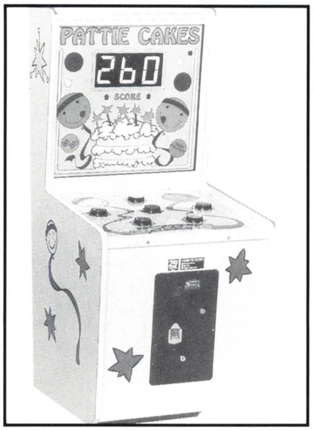


Can Alley
Bob's Space Racers
Players toss balls into colorful trash cans, with lids opening and closing at random. A side netting keeps balls inside the playing area. It comes in four-player size, with a larger model available. Other features: a winning beacon, adjustable scoring, and formica-finished construction.

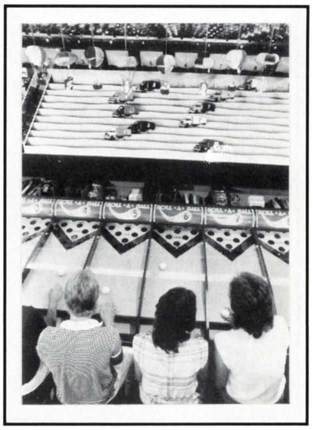
Redemption



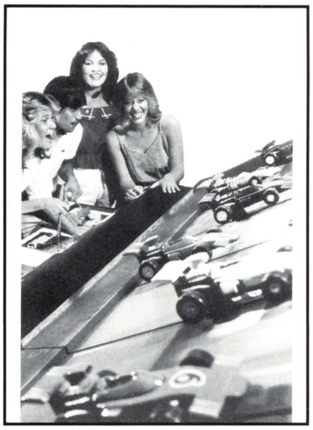
Hot Spot
Bob's Space Racers
This unit has electronically synthesized sound and progressive difficulty levels. Among the other features are a coin box for one or two coins/tokens, a locking cash box, a selector switch, unlimited score, high score of the day, formica-finished construction, and a winning beacon.



Pattie Cakes
Bob's Space Racers
Players must touch the six lighted cupcakes that flash at random before they go off. There's a selector switch for beginner, intermediate, or advanced play. Other features include progressive difficulty levels, unlimited score, and formica cabinet construction.



Roll-A-Ball Derby
Bob's Space Racers
Among the features on this unit, which is available in five different-sized models, are: roller chain and sprocket movement, player-counting systems, foot switches, indicating lights, individual unit activation, automatic game shutoff, "minimac" sound effects, and winner lights and bell.



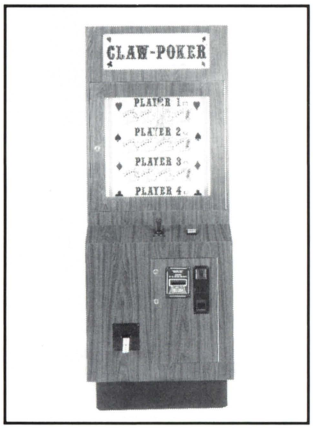
Super Shifter
Bob's Space Racers
This is a speedway game that challenges players to shift gears with precise timing. Other features include automatic winner lights and bell, Hurst shifters, a coin box for one or two coins/tokens, drag strip starting lights, a variable ticket dispenser, and four- or six-player models.

Whac-A-Mole
140
140

Whac-A-Mole
Bob's Space Racers
The classic mole-bopping game. Players whack clever moles as their heads appear randomly, defying players to catch them. There are safe rubber hammers, along with a sign and beacon on top. Options include a variable ticket dispenser and parts kit.

Lil' Pro
Bromley
An electromechanical game featuring a miniature golf course set in a pinball-styled cabinet. Players use a golfer named Marty to aim at the holes and complete a round of mini golf with as few strokes as possible. A knob and three microswitch buttons control the golfer.

Rock-N-Bowl
Bromley
A fast, bowling-themed game in a plywood cabinet with solid-state electronics and ticket dispenser included. Players insert a coin, which rolls on its edge to the end of the playfield to strike pins of varying values. Operators can fine-tune difficulty levels.

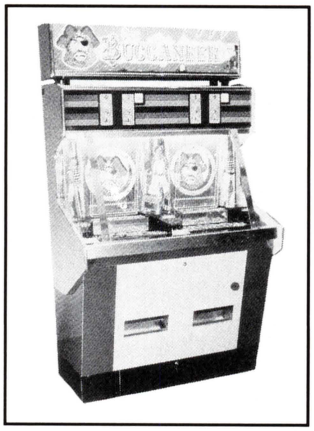


Claw Poker
Bush Electronics
Players use a joystick to move a claw, pick up a sponge ball, and drop it on a grid to register a poker hand. Up to four players can participate; tickets are awarded for the best poker hands. Each card is worth a different ticket value. A bill acceptor and ticket dispenser are standard.

Redemption

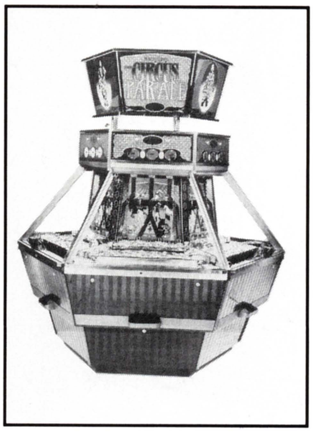
Hop Shot
Classic Creations and Eurolink

Players use a pool cue to shoot a ball down a felt-covered lane that curves upward toward target rings with various point values. Features: solid-state electronics, digital sound, and optional ticket dispenser. Designed by Classic Creations and marketed by Eurolink.



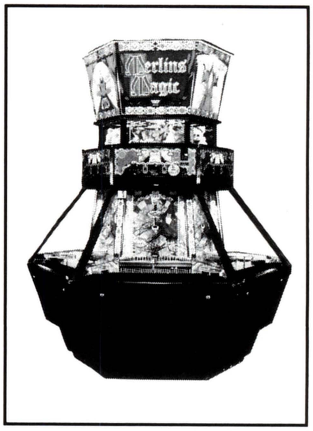
Buccaneer
Coastal Amusement

A coin pusher available as a four-player centerpiece or two- or three-player wall unit. Features: double coin mechs, front playfield perspex released by service locks for easy loading, new laminate finish for cabinet, sound effects, and adjustable tilt protection with alarm system.



Circus Circus
Coastal Amusement

A brightly colored, hexagon-shaped six-player coin pusher with a circus theme and wide viewing area for player appeal. Features: dual self-filling jackpots and full anti-cheat system. An ideal centerpiece unit available with our without changers.



Merlin's Magic
Coastal Amusement

A new three-player or six-player coin pusher designed around the theme of Merlin the Magician. Features: wide play-field design for player viewing, attractive graphics, and token-dispensing. The cabinet is accented in red, black, and gold; it is available with or without changers.

Pirate Treasure
Coastal Amusement

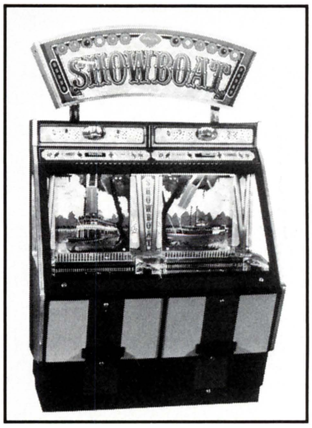
A pirate-themed coin pusher available as two- or four-player unit. Features: running lights, playfield design with shaped stainless steel leading edge for maximum overhang, clever use of mirrored perspex for visual impact, sound effects with adjustable volume, and bonus feature.

Riverboat
Coastal Amusement

One-player coin pusher designed by Harry Levy. Features: full anti-cheat system, token-dispensing, playfield with maximum coin display, and wide front and side panels. The game is housed in a bright red and blue cabinet with a vintage riverboat scene.

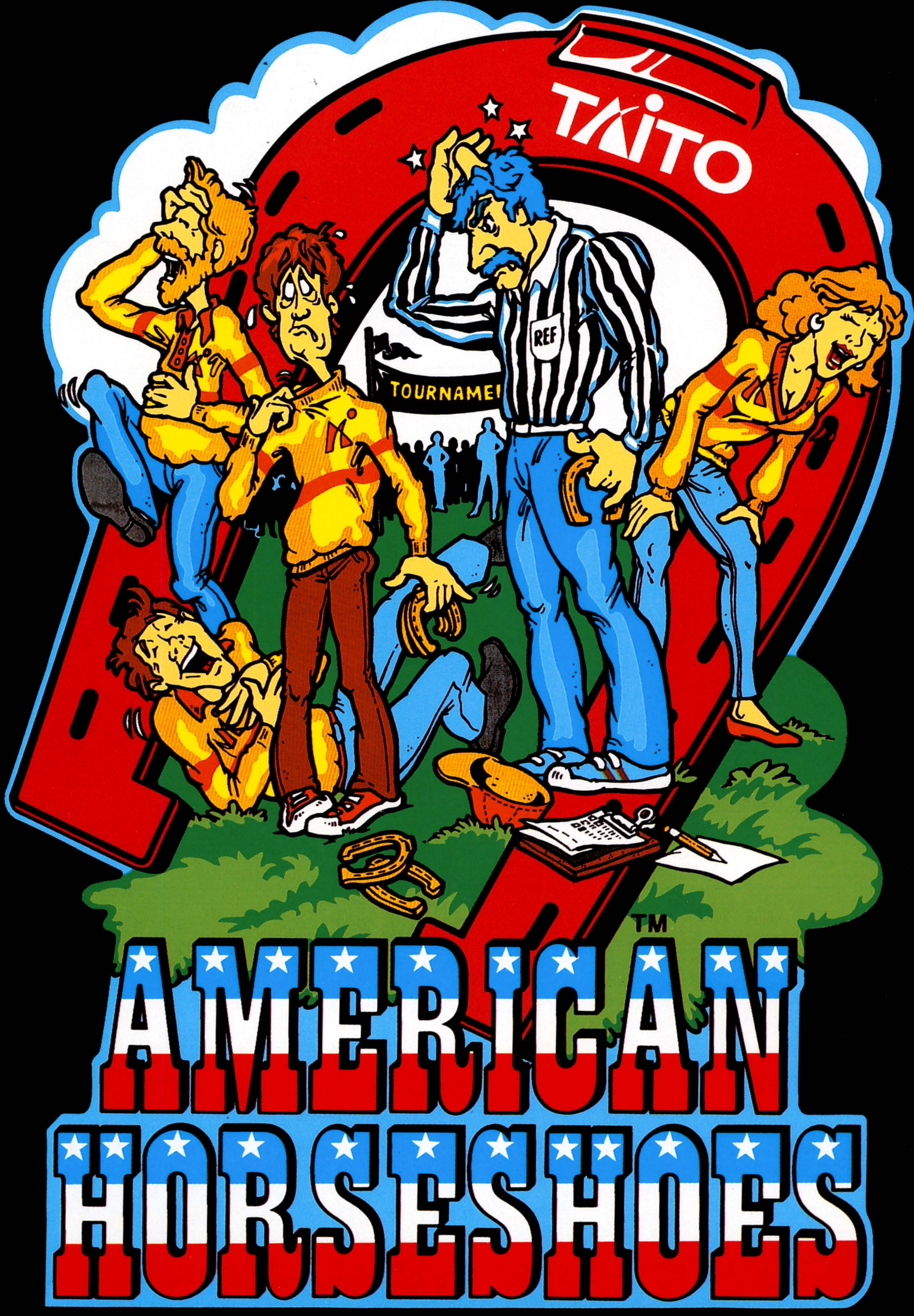
Roosta Shoota
Coastal Amusement

A skill shooting game with illuminated rotating timer, realistic sound effects, and ticket dispenser. Players shoot balls at barnyard graphics featuring a strutting rooster and are rewarded with tickets. Dimensions: 30-1/2 inches wide, 42-1/2 inches deep, and 72 inches high.



Showboat
Coastal Amusement

The big brother of *Riverboat*, also designed by Harry Levy. Features: three-, four-, or six-player pusher with token dispensing feature, available with or without changers, and bright marquee and graphics depicting paddlewheelers of days gone by.


TAITO
TOURNAME
REF
™
AMERICAN
HORSESHOES

TAITO's AMERICAN HORSESHOES™

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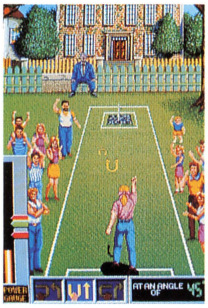
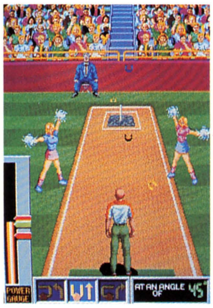
THE CLASSIC GAME OF HORSESHOES, FROM TOURNAMENT ARENAS TO BACK ALLEYS, IS THE LATEST IN MAJOR PLAY VALUE FOR THE WHOLE FAMILY. TRUE IN EVERY DETAIL TO THE ORIGINAL GAME, TAITO HAS CAPTURED THE HEART AND SOUL OF HORSESHOES, FROM SPECIFIC PLAY FEATURES TO THE HUMOROUS REACTIONS THAT FOLLOW A PLAYER'S WILD PITCH, HORSESHOES IS FUN FOR ALL WHO PLAY.


POWER GAUGE
AT AN ANGLE OF
45


POWER GAUGE
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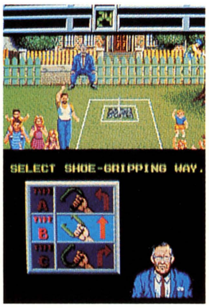
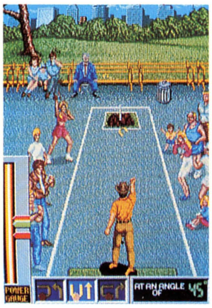

24
SELECT SHOE-GRIPPING WAY.


POWER GAUGE
AT AN ANGLE OF
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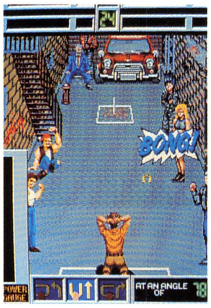
24
BONG!
POWER GAUGE
AT AN ANGLE OF
78

TAITO'S "AMERICAN HORSESHOES" CAN BE PLAYED BY ONE TO FOUR PLAYERS. EACH PLAYER CAN CHOOSE FROM ONE OF FOUR CHARACTERS. THERE ARE TWO PITCHES IN EACH INNING. PLAYERS MAY SELECT GRIP AND THROWING ANGLE PRIOR TO EACH PITCH. THE ROLLING OF THE TRACKBALL DETERMINES THE DISTANCE OF EACH PITCH.

SCORING

- **"RINGER"—3 POINTS. A HORSESHOE WHICH WRAPS AROUND THE STAKE.**
- **"LEANER"—2 POINTS. A HORSESHOE WHICH RESTS AGAINST THE STAKE.**
- **LANDING WITHIN THE STAKE AREA—1 POINT.**

AFTER EACH INNING THE SCORING IS SHOWN WITH AN OVERHEAD SHOT OF THE STAKE AREA. EACH PLAYER'S SCORE IS SHOWN THROUGHOUT THE GAME AT THE TOP OF THE SCREEN. AT THE END OF EACH THREE INNINGS THE PLAYERS MAY CONTINUE BY INSERTING ADDITIONAL CREDITS. UP TO NINE INNINGS CAN BE PLAYED PER GAME.

TAITO

TAITO AMERICA CORPORATION

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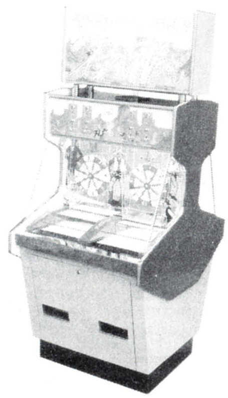
Redemption

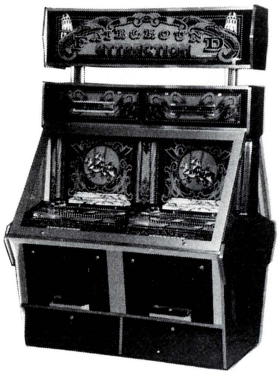


Wild West Rick Wheel
Coastal Amusement

The Old West provides the theme for this two- or four-player pusher with a cabinet finished in red and black laminate with chrome detailing. Features: pendulum alarm system that diverts payout coins to cash box in the event of the machine being lifted or banged, unique bonus feature.

Body Match
Coin Concepts

A skill-stop game that invites players to match-up the head, torso, and legs of a seashore character. A horizontal wheel game, it involves the player with starting, stopping, and holding the "second spin" phases of the game. It is available in either ticket or token award models.



Fairground Attraction
Coin Concepts

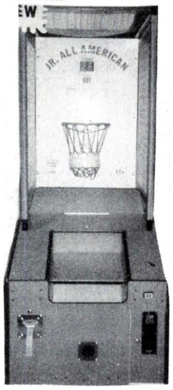
An ornately designed three-, four-, or six-player pusher with a wide playfield and two different bonus features. Other features: an anti-cheat alarm system, sliding skill coin chute, and ticket-every-time option. The game is fully metered; payout is ticket or token.

Five Card Draw
Coin Concepts

A skill-stop card game that allows the player a second card draw to win either tickets or tokens. The game's two coin entries will accept from 10 cents up to $1 per play. Other features include percentaging and hi-lo double-up.

Gold Mine
Coin Concepts

Bright graphics laced with gold highlight this three-player or six-player pusher with advanced cabinet construction. Features: wide playfield, sound effects on bonus wins, and full-tilt alarm. Dimensions: 73 inches wide and 79 inches high.

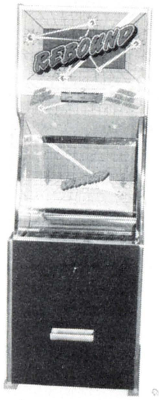


Jr. All American
Coin Concepts

A basketball game designed specifically for children, featuring a lower hoop and smaller size basketballs. It comes with ticket dispenser standard. Operator adjustments can set a maximum win level to prevent game abuse.

Lotto Fever
Coin Concepts

A game that requires players to pre-select numbers and try to skillfully capture them. Features: a hi-lo option, high score roster, and either ticket or token payout. The game is available in either dedicated cabinet or kit form.

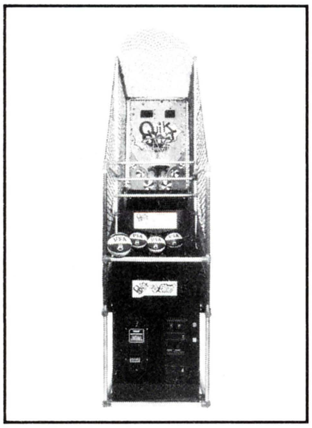


Rebound
Coin Concepts

A coin-op "cover the spot" game in which players attempt to land their coin on various playfield targets. Covering the bullseye with the coin scores a win; there's also a bonus feature and coin interaction. The one-player game offers operator-adjustable features.

Redemption

Starburst
Coin Concepts
A one-player coin pusher with a unique bonus payout. The playfield and shelf play is typical of most pushers, but it has the ability to dispense a special promotional bonus token for a greater prize redemption value or a special bonus gift.



Quik Shot 4-Player
Design Plus
A galvanized steel frame game with three digit score and bonus game score. Other features: large LED readouts, fast ball return, tamper-proof gate mech, large coin box, and adjustable game time and bonus. Height is adjustable; coin mech accommodates two quarters.

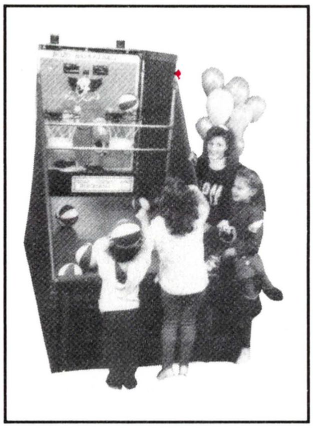
TOSS EM
WINNER
50
40
30
20
10

Toss Em
Coin Concepts
An easy to play and understand ball tossing game designed for children. Youngsters gain tickets by tossing balls into holes with graduated point values. Operator adjustments can set a maximum win level to prevent game abuse.

Bozo Basketball Single Hoop
Design Plus
A youth-size basketball game with flashing lights, snappy circus music, and colorful detailing. The optional ticket system has adjustable ticket settings and revolving, flashing winner light. The game length is 89 inches.

SILVER CIRCUS
CSI

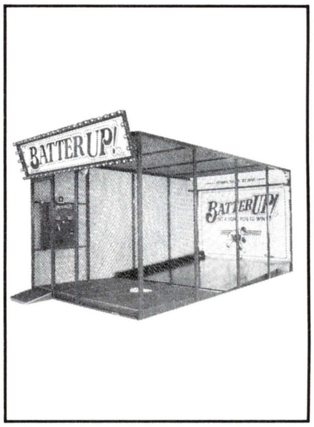
Silver Circus
CSI
Solid-state electronics and a jam-free dual hopper system come on this one-player pusher. Other features: adjustable alarm system, dual coin shelves, stainless steel playfield, and moving skill coin shooters. Gameplay is for quarters or tokens in and quarters, tokens, or tickets out.



Bozo Basketball Double Hoop
Design Plus
A double hoop version of the youth-size basketball game named for the famous Bozo the Clown of TV fame. Game length and special features are the same as for ^{4}o15^{6}Bozo Basketball Single Hoop. *Although aimed for pre-schoolers to preteens, the game is challenging enough for older players.*

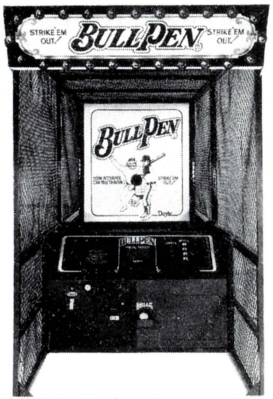
Wacky Gator

Wacky Gator
Data East
Players are challenged to "whack those gators" in this colorful game housed in a bright blue cabinet with cartoon-like graphics. Players use a soft mallet to pound alligators that slide out intermittently. The player's score registers on the back of the unit along with the day's high score.



Batter Up!
Doyle & Associates
A coin-op baseball batting game with light and sound effects, for use indoors or outdoors. Features: CPU-controlled, softball-size polyballs, optional ticket dispenser and dollar bill acceptor. Dimensions: 23 feet deep, 10 feet wide, and nine feet, two inches high.

Redemption



BullPen
Doyle & Associates
A baseball pitching game that challenges players' accuracy. The game determines by radar the speed of the pitch; scoring is based upon balls and strikes thrown. It is operator-programmable with variable dip-switch settings. Dimensions: 16 feet deep, five feet wide, and six feet high.

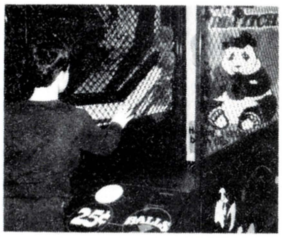
Doyle & Associates

Gopher Golf
Doyle & Associates
A miniature golf putting game with animated characters that come up on the "green" at random. Players are asked to skillfully guide their putt to the hole while avoiding those pesky gophers. A redemption game that appeals to both children and adults.

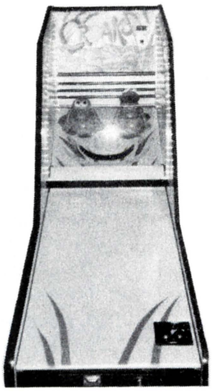
Hoop Shot!
Doyle & Associates
Features include top grid panels for safety, lighted backboard, tamper-proof gate design that adjusts for ball size, and high-impact netting grid panels. The steel frame breaks down into eight major parts. Dimensions: 34 inches wide, nine feet deep, with adjustable height.

PRO PITCH
PRO PITCH

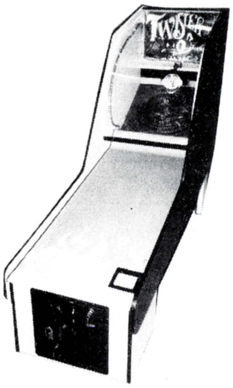
Pro Pitch
Doyle & Associates
A pitching game that challenges players to throw as many strikes as possible within a set time. Construction is steel, plywood, and formica; it is operator-programmable with optional ticket dispenser and dollar bill acceptor. Dimensions: ten feet, nine inches deep by eight feet, eight inches high.



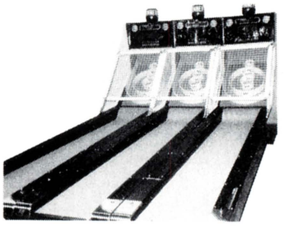
Peter Panda's Pro Pitch
Doyle & Associates
A ball pitching game with special panda graphics that appeal to youngsters. The game has been reduced in size for even greater appeal to children. Look for Doyle's newest redemption piece, *Fast Break*, a full-size, one-player pitching game coming soon.



Croaker
Exidy
Players roll rubber balls toward mouth-popping frogs and a center slot for points and tickets. Features: infrared optic sensor switches, attract lights, canopy-plex, and quick entry to components through trap door bottom access. Dimensions: seven feet long and two feet wide.



Twister
Exidy
Easy-to-understand alley bowler with a "devilish" theme. Players roll rubber balls toward numbered holes good for points that add up to tickets. Secure coin box and ticket dispenser standard; all features and dimensions the same as for *Croaker*.



F.A.B. Target Ball Game
F.A.B. Electronics
An alley bowler with a two-piece cabinet of solid core plywood in 10- and 13-foot models. Look for solid-state electronics, infrared ticket dispenser, solenoid ball release, coin mech sensors, and a multiple sound system of 30-plus tunes. The game will play with only one ball.

Redemption

Action Lotto
GaMCO

Available in four models: coin-dispensing, ticket-dispensing, credit-accumulating, and the new four-by-four that accepts multiple coins. Players direct plastic balls (propelled by a jet stream of air) onto a lighted playfield of numbered pockets. Timing is operator-adjustable.

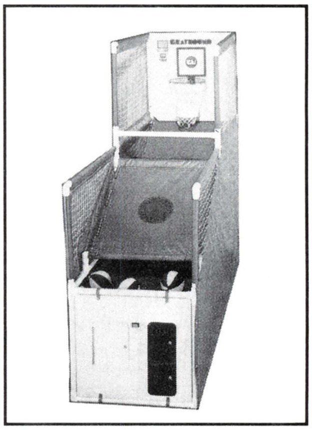
GāMCO

The 2001
GaMCO

A coin pusher with full security and alarm, strong wood cabinet, sliding coin entry, four-tiered coin drop, dual locks, lighted display, and optional ticket dispenser. The game operates on tokens in/out, quarters in/out, and tickets out (option).

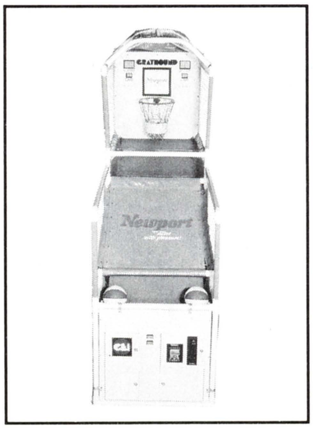
Quicksilver II
GaMCO

An updated version of the original *Quicksilver* coin pusher with jam-free dual hopper system, coin lit bar that deflects coins backwards if the game is vibrated, two rotating paddle wheels, gold coin graphics on a playfield with six bright colors, and improved skill features.



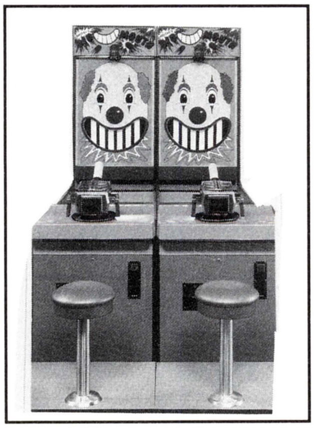
Championship Basketball
Grayhound Electronics

A basketball game with music enhancement, spotlight control for dark location, high score display, free game point setting, and adjustable playing time. Dimensions: eight feet high, eight feet long, and three feet wide. A ticket dispenser and dollar bill acceptor are optional.



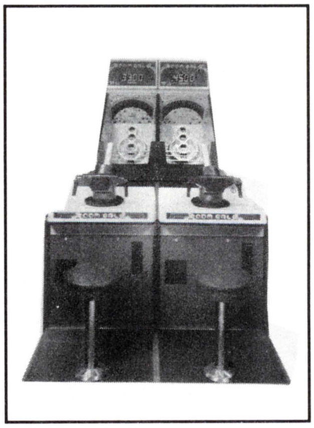
Newport Basketball
Grayhound Electronics

A basketball game of durable, light construction that's easy to assemble and relocate. Features: free-game point setting, programmable from 25 cents up to $1 per play, space-saving design, game light when coin is inserted, and provisions for tournament upgrading.



Big Mouth
Meltec

Players try to knock the teeth out of a big clown mouth to win tickets. Features: microprocessor-based electronics, automatic teeth reset, unbreakable Lexan clown, and adjustable coinage, ticket dispensing levels, and number of balls. It is available in a one- or two-station package.



Boom Ball
Meltec

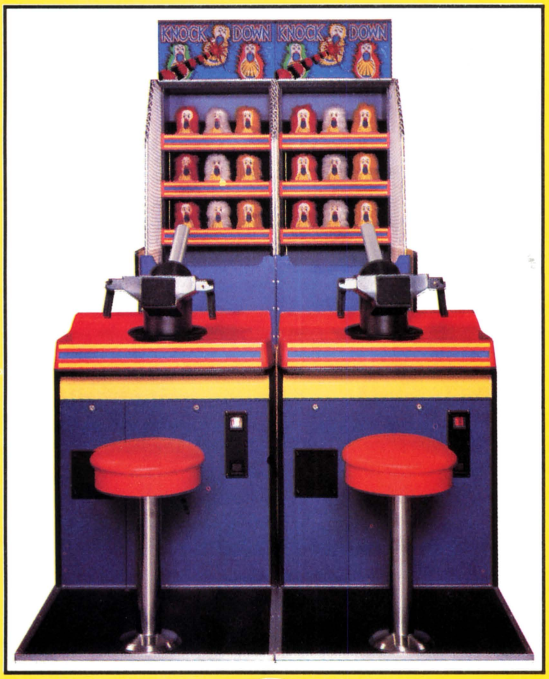
Players propel balls from a cannon down a lane and into target holes with different point values. A ticket-dispensing game that appeals to all ages, it is available in a cabinet size geared to taverns as well as a regulation length.

Knock Down
Meltec

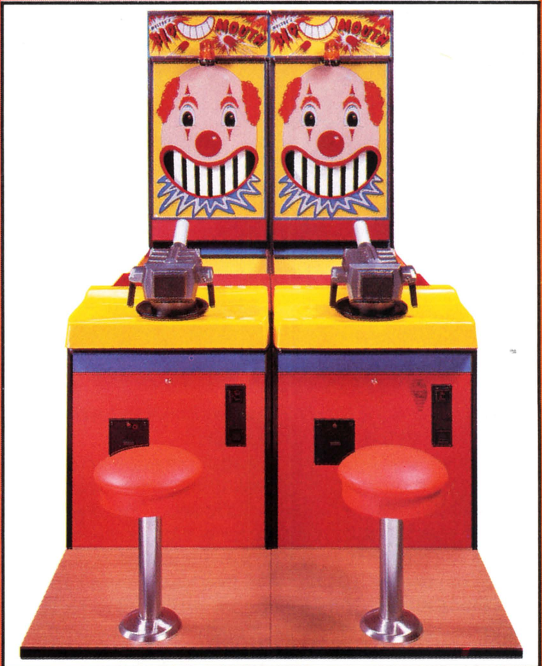
Features include auto reset system, double-stitched cat targets, Z-80 microprocessor-based electronics, heavy duty aluminum castings, and operator-adjustable number of balls, coinage, and ticket-dispensing levels. Available in Little Ace, Little Deuce, or individual units.

The Hottest Tickets In Town!

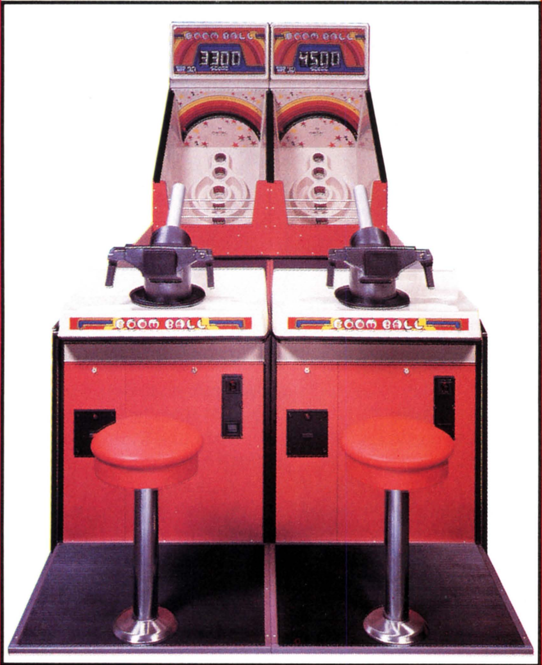
KNOCKDOWN



BIG MOUTH



BOOM BALL



Aim For The Future

Ticket Redemption is the new direction in arcade entertainment—and Meltec makes the best ticket games in the industry. KNOCKDOWN, BIG MOUTH, and BOOM BALL are playable by all ages and are perfect for any Family Entertainment Center.

And the best news is—These Games Have Legs! KNOCKDOWN, BIG MOUTH, and BOOM BALL are proven winners with years of history: and the popularity just continues to grow.

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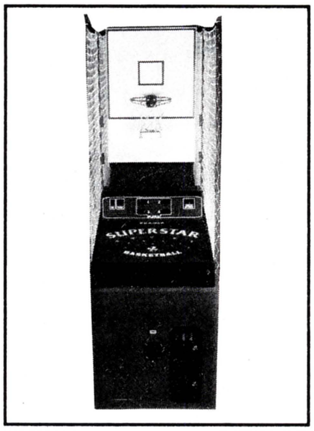
Meltec inc.

Redemption

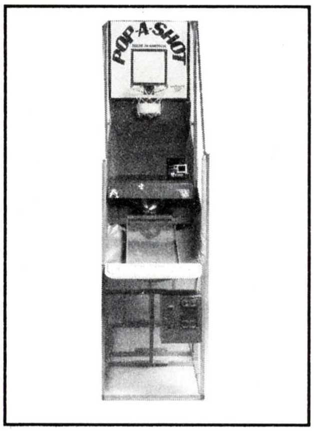
Lunar Golf
Meltec

Players race against the clock and maneuver golf balls on a moving playfield of lunar craters. Operator-adjustable features include play length, coinage, and ticket dispense levels, double coin drop, LED display, and digital audio. Coming soon—the new *Shoot Out* redemption game.



Superstar Basketball
Kramer

A four-player, all-steel basketball game. Features: realistic scoreboard with playing time, high score, and player score; adjustable scoring time and free game point setting; tamper-proof ball release; dual floor lights; four-period game play; five balls included.



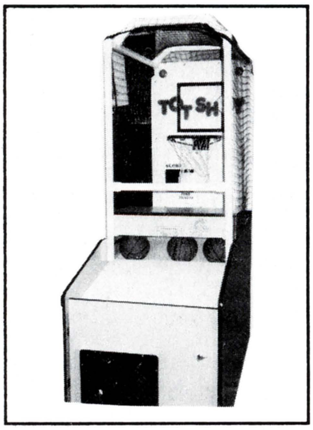
Pop-A-Shot
Pop-A-Shot

Features include steel construction, tamper-proof gate assembly, 12V power system, security system, digital scoreboard and shot clock, adjustable timer, and automatic ball release. Dimensions: 32 inches wide and 10 feet long. Two adjustable models are available.

No
Photo
Available

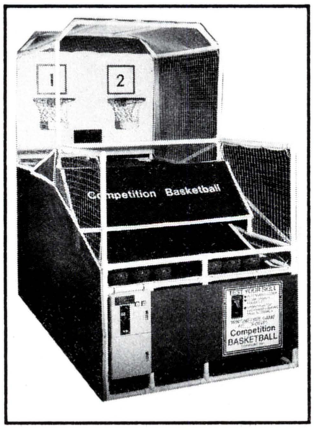
Blast-A-Way
National Sports Games

Automatically dispenses tennis balls to the batters, who hit various targets to score singles, doubles, triples, and home runs to score as many runs as possible. Dimensions: 8' wide, 8' tall, and 17' deep. Dual coin mech, LED scoreboard, lighted playing field, ball retrieval system, and optional bill acceptor and ticket dispenser.



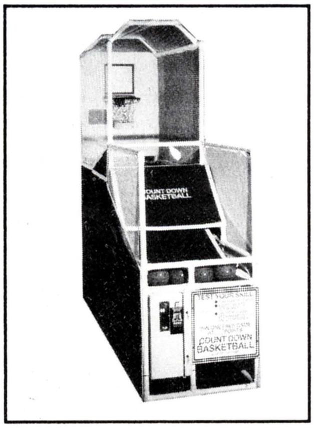
Tot Shot
National Sports Games

A basketball game designed especially for children. Among the features are a solid wood cabinet, adjustable price, time, and ticket settings (including maximum ticket award), flashing lights, sound effects, and canopy top. A ticket dispenser is optional.



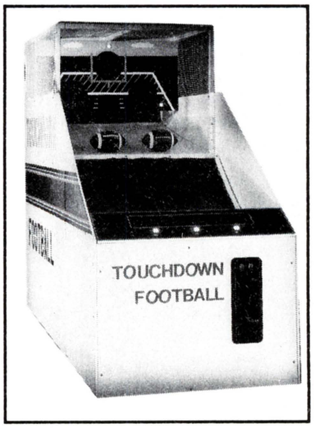
Tournament Basketball Double Hoop
National Sports Games

Features: two-player competition, electronic ball sensors, scores show on large LED display, adjustable price and time settings, and dual coin mechs. Two models: eight feet or nine feet high; canopy top adds 10 inches. Options: bill acceptor, ticket dispenser, and Bud Light logo.



Tournament Basketball Single Hoop
National Sports Games

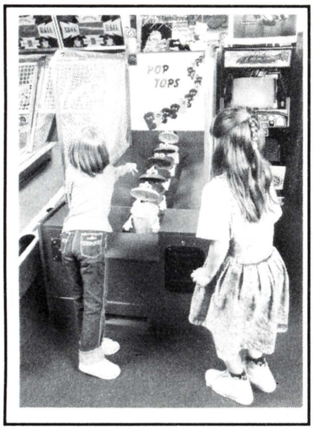
Features are the same as for the double hoop model; this unit is two-and-a-half feet thinner. Installation requires "folding up" the game (done in 30 minutes). The newest model is shipped pre-assembled in a long box. Two models: eight feet or nine feet high; canopy adds 10 inches.



Quarterback Challenge
National Sports Games

Players use football passing skills to move up and down the field. A moving message sign continually updates players and fans on game status and instructions. Features: dual coin mechs and adjustable price and time settings. Options: dollar bill acceptor, ticket dispenser, and Bud Light logo.

Redemption



Pop Tops
Perceptive Resources

Youngsters toss balls into brightly colored pails to win tickets; each pail is progressively difficult to reach. Features: plywood cabinet covered with formica, animated attract mode, digital readouts to show number of balls thrown, and ticket dispenser.

Dragon Master
Perceptive Resources

A Medieval-themed coin pusher with a playfield featuring catapults, moat monster, and drawbridge. Players shoot coins into the drawbridge to reach the treasure chamber; bonus tickets are awarded for striking the monster. Security is assured with tilt alarm, motion sensors, and locking coin access.

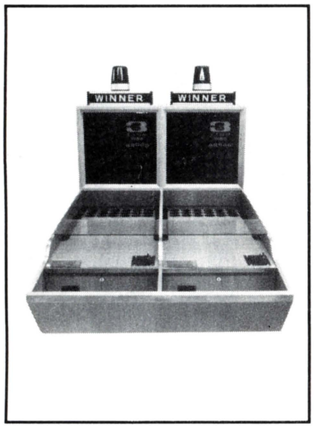
QUARTERFLASH

Quarterflash
Perceptive Resources

Two-tier coin pusher with cabinet of plywood and melamine board, tilt alarm, and lockout for security. Other features: stainless steel coin mechs, coin or token operation, double door locks, and optional ticket dispenser or token hopper. Also available: *The Merchandiser*, a ticket payout unit.

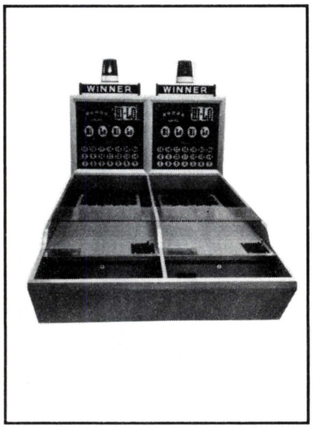
Silver Struggle
Plateau

Players move a coin over lighted targets on a moving playfield within a set time. Features: cabinet of melamine laminate-covered particle board, over/under coin mech, ticket magazine that holds 10,000 tickets, and several operator-controlled dip switch settings.



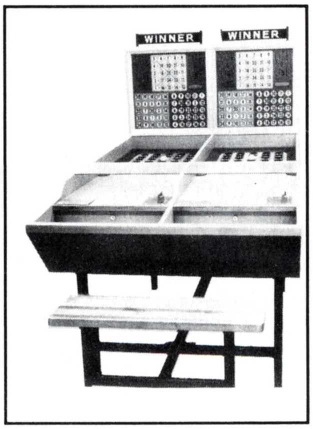
3-In-Line
Seidel

Roll down with ticket dispenser, microprocessor-controlled circuit board, 12-inch foul glass, ticket and coin meters, score display on each game, and winner light and bell. The object of the game: score three lights in a row or a double 3-In-Line.



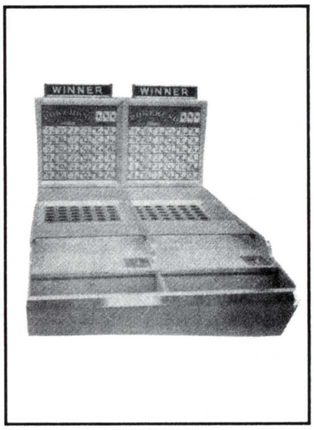
Hi-Lo
Seidel

Features include ticket dispenser, Win-A-Path playfield dividers, winner beacons, winner light and bell, ticket and coin meters, microprocessor-controlled circuit board, and score display. The object of the game: score Hi-Lo (21) with two to five balls or remain under Hi-Lo with five balls.



Lite-A-Line
Seidel

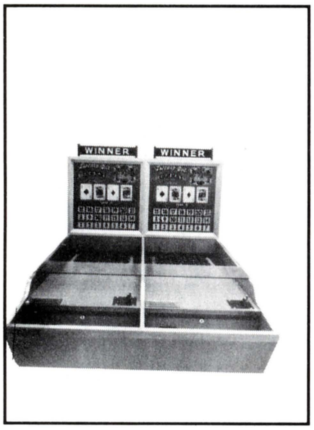
Roll down featuring ticket dispenser, winner light and bell, 12-inch foul glass, microprocessor-controlled circuit board, ticket and coin meters, and score display on each game. The object of the game: score one or more lines (five lights in a row) to win.



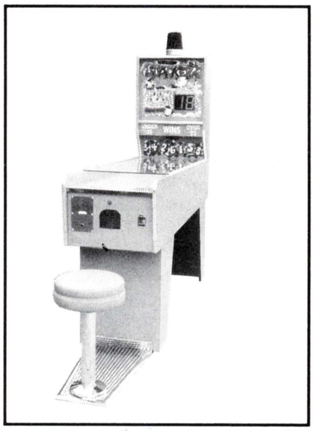
Pokereno
Seidel

This roll down features the same standard equipment as other Seidel games. *Pokereno* derives its name from the card game Poker, with more tickets being dispensed as the player's hand improves.

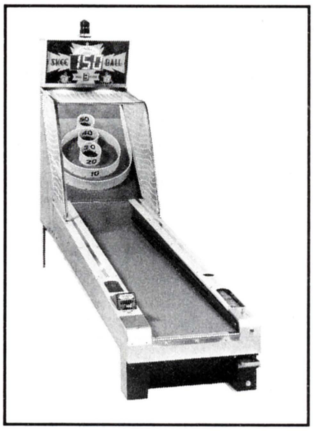
Redemption



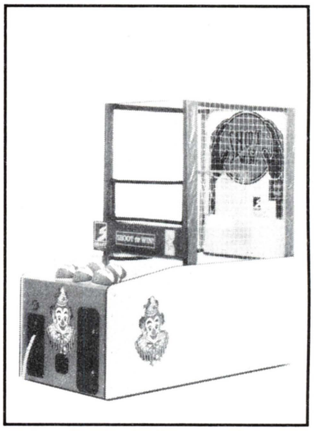
Twenty One
Seidel Amusement
The object of the game: achieve a score of 21 with two to five balls, or remain under 21 with five balls. Features: ticket dispenser, Win-A-Path playfield dividers, winner light and bell, ticket and coin meters, microprocessorcontrolled circuit board, and score display.



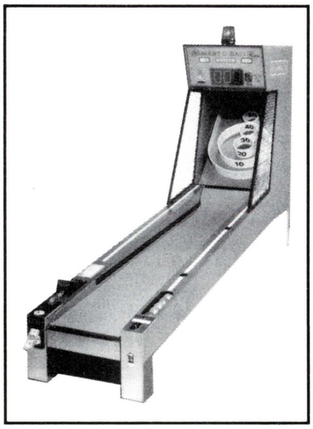
Quackers
Seidel Amusement
A roll down that takes the over/under midway game of the '30s and '40s and adds new technology. Features: four channel digital audio with an attract mode and the ability to issue tickets, free games, or credits for winning scores. Operator-programmable, it can be customized for "themed" graphics.



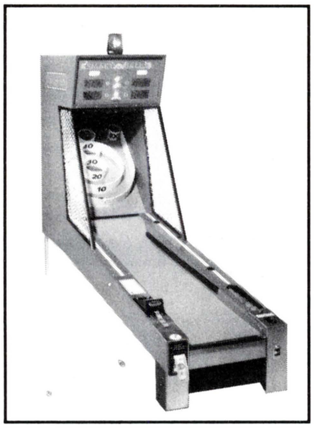
Skee-Ball
Skee-Ball
The classic alley bowler with cabinet constructed of plywood and laminated hardwood. Features: flashing lights, sound, digital scoring, special netting to contain the balls, coin mechanism adaptable to coins/tokens, and steel coin box. Available in 10- and 13-foot models.



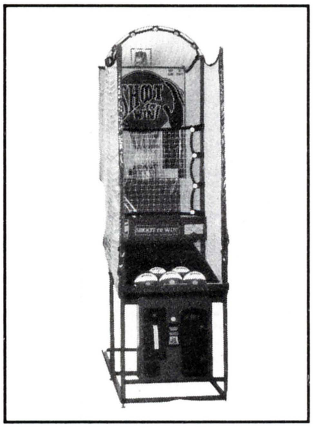
Shoot to Win!
Jr. Basketball
Smart Industries
A kid-size basketball game that automatically awards players with six tickets after the coin is deposited. Features: sensor for accurate scoring, credit/score digital readout microprocessor game board, all-metal frame, catchy musical tune, top netting, and seven-inch basketballs.



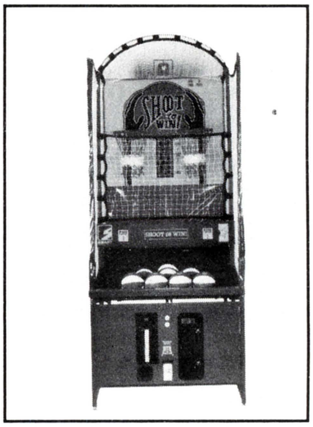
Smartball One-Player
Smart Industries
A ski alley game with choice of 10- or 13-foot alleys. Features: sound system, coin counter meter, separate locked coin box, microprocessor game boards, adjustable winner levels, and total front serviceability. A host of options are available.



Smartball Four-Player
Smart Industries
All the same features of the *Smartball* one- player are found on this larger unit. Among the options are bill acceptor and stacker, auto-adjustable ticket dispenser, ticket counter, low-ticket warning light, and 100-point bonus pockets.



Shoot To Win! II
Single Hoop
Smart Industries
Features include photo eye sensor, steel frame, selectable coin mechs and music, adjustable game timer, high score, and number of tickets per basket. Height is adjustable; seven-inch balls are included. Bubble light, ticket dispenser, and top-net cover are optional.



Shoot To Win! II
Double Hoop
Smart Industries
Scoring is for two points in this game; baskets made during the last 10 seconds score three points. Features: photo eye sensor, microprocessor game board, metal ball-locking gate, Rowe $1/$5 bill acceptor and 525 bill stacker (both models), adjustable height.

Redemption

Poker Roll
SMS

A combination roll down and video poker game with a 21-inch flat screen, Wells-Gardner color monitor. An XY grid mechanism accurately evaluates cards. Players roll five rubber balls, then selectively discard unwanted balls and roll again to improve their hand.

Pop-A-Ball
SMS

A redemption game that combines *amusement only* video poker with a bouncing ball that "pops" cards onto a 13-inch color monitor. Features: double coin mechs, ticket dispenser, and new graphics. Balls are mechanically propelled onto a holed playfield with different card values.

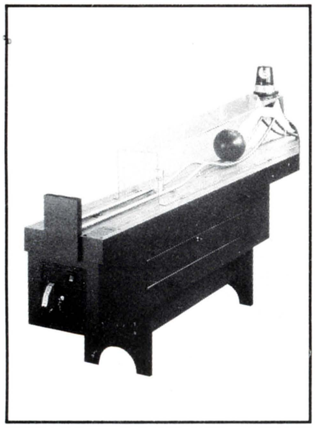
Motherlode
Sportland

A coin pusher that dispenses a ticket for every coin inserted. Features: anti-theft system, alarm system, plywood-constructed cabinet, four percentage adjustments, separate ticket dispenser cabinet with capacity of 6,000 tickets, and a stainless steel table, lip, and slide.

Animal Festival

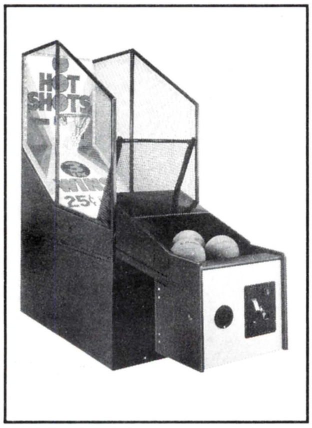
Animal Festival
Vari-Tech

A single-player game that tests quickness and coordination as players "bop" animal heads and beat the clock to gain bonus time. Features: digital sound package, ticket dispenser, adjustable play and bonus play time, and adjustable payout and price per play.



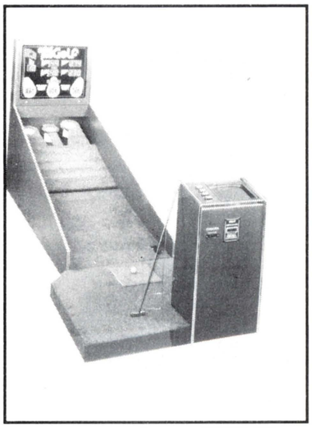
Dip Bowler
Vari-Tech

A skill game available in single or multiple roll models. Features: adjustment-free photo electric cells, rails and returns of stainless steel, win and beacon bell, automatic ball return, automatic reset and ball stop, and several options and custom lengths.



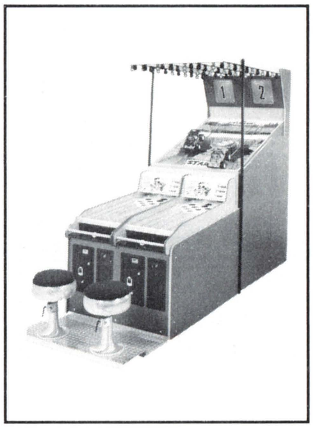
Hot Shots
Vari-Tech

Heavy-duty steel tube construction highlights this basketball game that has easy-access coin drawers. Other features: rope lighting, digital sound, and win-, coin-, and ticket-counters standard. Dimensions: 120 inches deep, 105 inches high, and 32 inches wide. It comes with five balls.



Mini Pro Golf
Vari-Tech

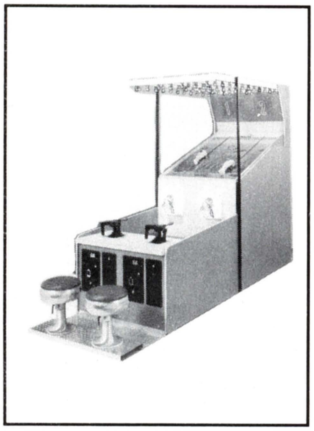
A miniature golf game designed for one or two players to play up to 18 holes. Features include digital scoreboard display, securely attached putter, "on screen" diagnostics, adjustable time limit to putt, countdown timer, and standard Mars $1/$5 bill acceptor.



Truck Race
Vari-Tech

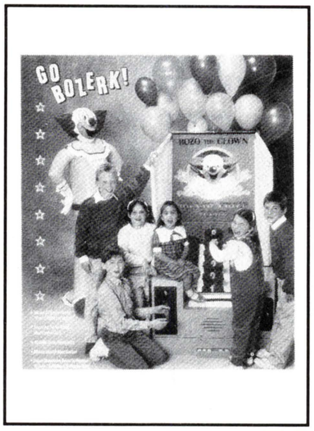
A two-player game based on three-level Roll-A-Ball scoring; played against the clock or another player. Gears grind and engines roar as the trucks ascend rugged terrain. Standard features: coin mech, ticket dispenser, digital sound, winner bell, and internal timer.

Redemption, Cranes



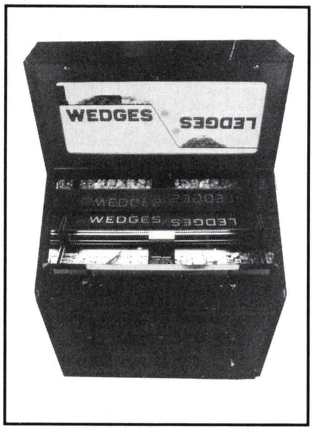
Water Race
Vari-Tech

Players shoot a water gun to move a target while advancing the player's character. Competitive play for two or more players is possible, as well as playing against the "home clock." Standard features: coin mech, ticket dispenser, digital sound, winner bell, and internal timer.



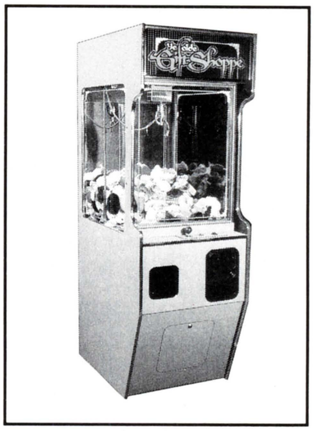
Bozo Grand Prize Game
Yankee Games

Bozo's voice and theme song highlight this child's game. Players toss balls into numbered buckets to gain tickets. Features include solid-state electronics, ticket dispenser, and colorful Bozo backboard. Dimensions: 39-1/4 inches wide, 90-1/2 inches long, and 60 inches high.



Wedges/Ledges II
Wedges/Ledges

A two-player version of the company's single-player and four-player units. Features: "no tilt" inner table unit, music playing during ticket-dispensing, operator-adjustable number of tickets dispensed, and quarter chutes. Dimensions: 47 inches wide, 33 inches deep, and 72 inches wide.



Ye Olde Gift Shoppe
Altec

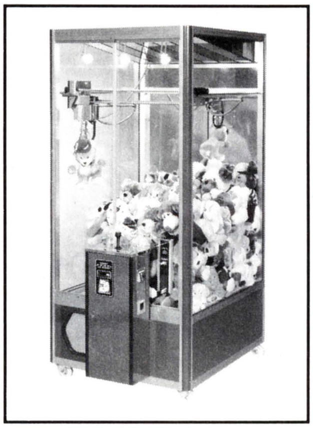
A single upright crane with European claw unit, plexiglass exterior, coin mech for one to four coins, adjustable timer, four-way joystick control, solid-state electronics package, four tension adjustments for various prizes, and 12 musical tunes during play mode.

Big Choice
Betson Enterprises

Features include adjustable claw size and prize value, walnut or red formica cabinet, reliable Belgium mechanism, separate locked cash box, optional coin counter meter and bill acceptor, available in single, double, or triple versions.

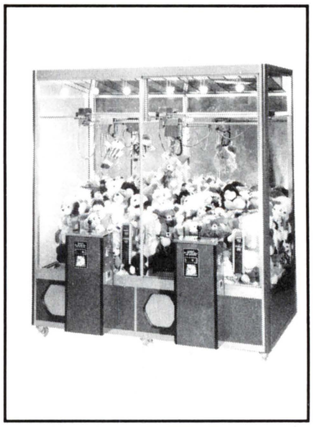
Top Choice
Betson Enterprises

A jumbo single upright crane with oversized adjustable claw, button or joystick controls, optional $1/$5 bill acceptor, prize counter, dual coin mechs, and extra large prize viewing area and door to accommodate larger prizes.



Big Choice Limited Edition One-Player
Betson Enterprises

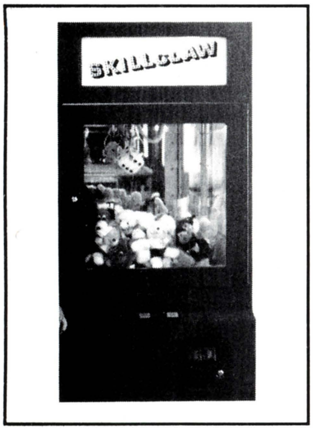
Deluxe version of Betson's jumbo crane with mirrored ceiling and high-tech halogen lighting. Other features: deep bay, eight-inch claw for large prizes, adjustable price settings, separate locked cash box, coin meter, and locking caster wheels.



Big Choice Limited Edition Two-Player
Betson Enterprises

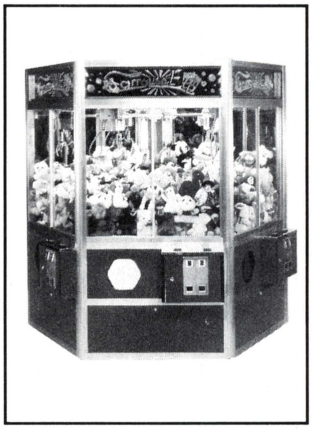
A new style and size crane with these features: oversized eight-inch claw, $1/$5 bill acceptor with stacker, separate locked cash box, coin meter, and locking caster wheels. Deep bay, mirrors, and halogen lights give this unit a special look.

Cranes and Rotaries

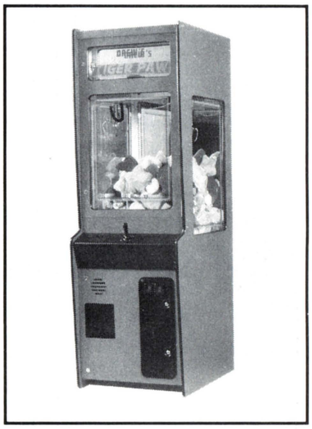


Skill Claw
Bush Electronics
A single upright crane in a woodgrain-laminate cabinet. Features include dual coin mechs, plexiglass viewing area, high security for prizes and cash, durable construction, and caster base. The revolving turntable gives full access to prizes.

Classic Carousel
Coin Concepts
Three-player, multi-sided crane with full viewing of prize area. Features include joystick or button controls, dual coin mechs at each player station, large prize chutes and coin boxes, locking caster wheels, and optional bill acceptor. Two units can go back-to back to form a hexagon.



Classic Jumbo
Coin Concepts
A one-player crane with button or joystick controls, fully adjustable mechanism, dual coin mechs, extra capacity playfield, and wide prize door. Options include prize counter and Rowe bill acceptor. Dimensions: 77 inches high, 35 inches wide, and 43-1/2 inches deep.



Tiger Paw
Drews Distributing
Single upright crane with multi-sensory devices for security, tilt, and chute. Features: operator-selectable play settings, separate locking cash box and prize storage compartment, coin-in meter and prize-out meter, hinged front door, joystick or button controls, and locking caster wheels.

ANIMAL HOUSE
TOY VENDOR
PLAY TILL YOU WIN
WINNER EVERY TIME
Insert $2.00 As Shown

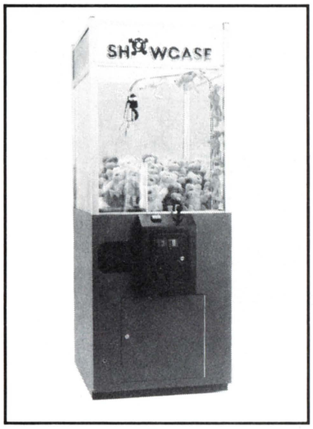
Animal House Toy Vendor
GaMCO
A winner is guaranteed every time with this upright crane. Features: illuminated rotating carousel of prizes and modular electronics. Game play is priced at either $1 or $2 per play; players keep playing until they win a prize. A bill acceptor is standard.

Crown Jewels

Crown Jewels 30-Cup
GaMCO
A two-player rotary with joystick control, space-saving design, shake and tilt alarm, high visual impact viewing area, plexiglass window for safety, adjustable pricing and timer, modular electronics, extra large coin box, self-stocking, 30-cup reserve model.

Crown Jewels

Crown Jewels 80/90-Cup
GaMCO
Rotary merchandiser with 80/90-cup reserve, self-loading by gravity. Other features: two-player action, joystick control, directional control of sweep arms, automatic security gates, adjustable pricing and timing, $1/$5 bill acceptor available.



Custom Crane
GaMCO
Single upright crane with adjustable timer and coinage, joystick control standard, rotating playfield that moves toys within the unit and eliminates dead corners, interchangeable marquees available for seasonal emphasis, and formica-covered cabinet.

Cranes and Rotaries

JUMBO SKILL CRANE

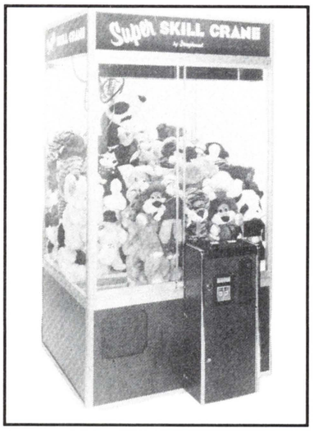
Jumbo Skill Crane
Grayhound Electronics

Features include jumbo adjustable six-inch claw, plexiglass side viewing area and tempered glass front, dual coin mechs, locking caster wheels, button or joystick control, LED read-out for coins and seconds, coin accumulator and bill acceptor standard.

SKILL CRANE

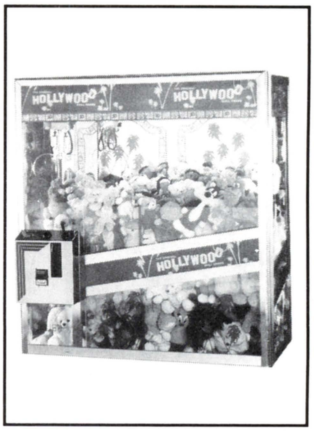
Skill Crane
Grayhound Electronics

Single-player crane with adjustable claw, dual coin mechs, plexiglass viewing area, joystick or button control, large metal coin box, deep prize area, LED read-out for game play, coin accumulator, and optional bill acceptor.



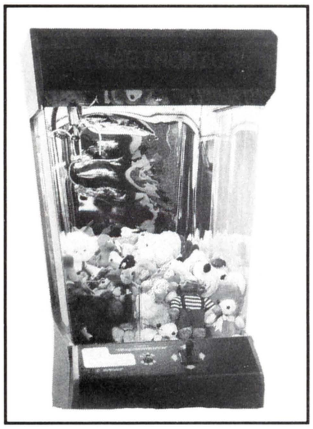
Super Skill Crane
Grayhound Electronics

A deep bay highlights this jumbo crane with new removable front console. Other features: four-sided viewing area, separate locked cash box area, high-quality locks, $1/$5 bill acceptor standard, new sound package in the attract mode, and new battery back-up PC boards.



Jumbo Turbination
The Hollywood Group

A new Hollywood model with the Hyperclaw, a patented, highly maneuverable, giant four-fingered claw that spins. Features: plush counters, illuminated redemption box, factory credit display, tamper-proof redemption chute, and many options. Other crane models are also available.



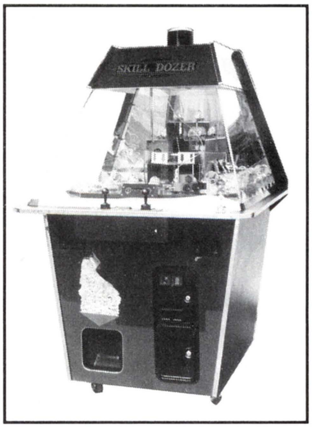
Super Crane
Imaginomics

Features include flashing advertising marquee, built-in music generator, direct mechanical drive, digital claw tension control, built-in diagnostics, Mars $1/$5 bill acceptor, and optional ticket dispenser. Also available: *Jumbo Super Crane*.

KRAMER KRANE

Kramer Krane 2000
Kramer

An single crane with coin-in and prize-out meters, operator-adjustable claw, plexiglass panels, joystick or button controls, seven complete dip switch changeable play modes, double locking front prize door, separate locking cash box and storage, and back access for service.



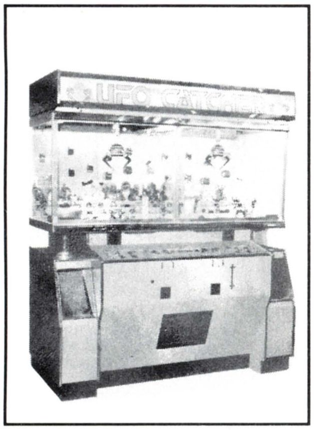
Super Skill Dozer II
Kramer

New design dozer with rotating turntable and revolving pusher. Players drive a dozer and push prizes onto the turntable. The game is completely operator-adjustable for difficulty levels. Dimensions: 42 inches by 42 inches.

Diga Mart
Roth Novelty

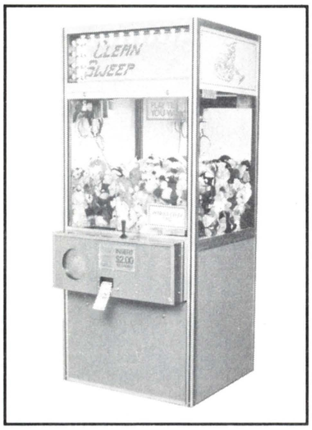
A one- to four-player rotary with domed top and double coin mech. It accommodates various size prizes and has three musical tunes selectable by dip switch. Prizes move on a turntable; playing time is 80 seconds.

Cranes and Rotaries



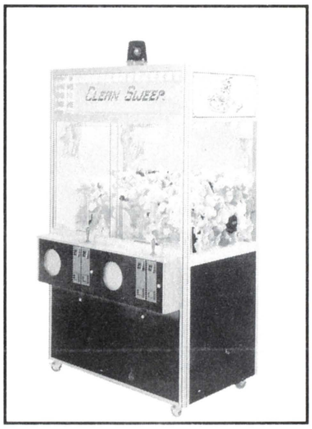
UFO Catcher
Roth Novelty

A two-player game with two coin mechs, front servicing ability, prize restocking by use of sliding front glass, and a prize display area in an elevated position for easy viewing. It handles an extensive variety of merchandise.



Clean Sweep Single/ Super Single
Smart Industries

New cabinet design includes gold aluminum trim and tamper-resistant stainless steel double prize door system. Features: three skill game options, game bonus and timer, joystick control, steel frame, and dual coin mechs. Options: $1/$5 bill acceptor with stacker, prize counter meter, and more.

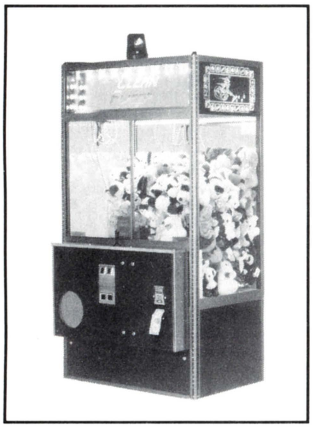


Clean Sweep Double
Smart Industries

Features include simultaneous game play for two players. The same features and options on the single cranes are available here, plus other options such as credit/timer readout and tilt alarm. Dimensions: 48-1/2 inches wide, 32-1/2 inches deep, and 81 inches high.

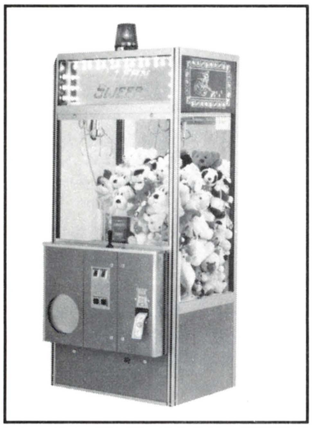
Clean Sweep Triple
Smart Industries

All the features of the double model are included here to accommodate three players at once, from the LED credit/timer readout to the sound system and plumb bob tilt operation. Dimensions: 70-7/8 inches wide, 32-1/2 inches deep, and 83 inches high.



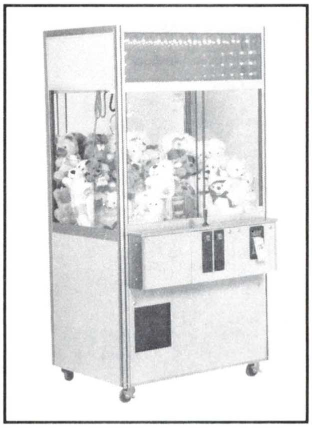
Clean Sweep Jumbo
Smart Industries

The same features and options as the *Jumbo Jr.* 34-inch unit, including the new cabinet design of the '90s. Both models feature credit/timer LED readouts to accommodate the large set of claws. Dimensions: 42 inches wide, 32-1/2 inches deep, and 81 inches high.



Clean Sweep Jumbo Jr.
Smart Industries

Along with the same features and options as other *Clean Sweep* models, this crane has a dropped playfield depth with increased side viewing area. A $1/$5 bill acceptor with stacker is standard. Dimensions: 34-1/4 inches wide, 32-1/2 inches deep, and 81 inches high.



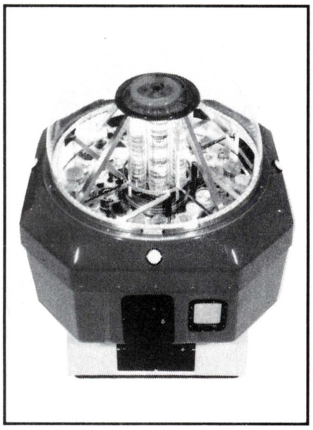
Clean Sweep Classic Jumbo Single
Smart Industries

Large viewing area achieved by low playfield and increased window display, high-tech halogen trac lighting, "motion" sound system standard, $1/$5 bill acceptor with stacker, credit/timer LED readout, and large adjustable claws. Dimensions: 35-1/2 inches wide, 41 inches deep, and 77-1/2 inches high.

Clean Sweep Classic Jumbo Double
Smart Industries

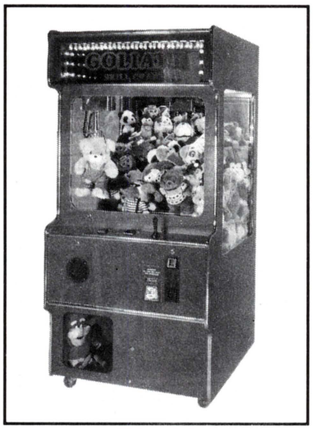
A larger version of the *Classic Jumbo Single*.
Both offer three skill game options, joystick control, and tamper-resistant stainless steel double prize door. The console box on both can be removed for access through standard doorways. Dimensions: 70 inches wide, 41 inches deep, and 77-1/2 inches high.

Cranes and Rotaries, Novelties



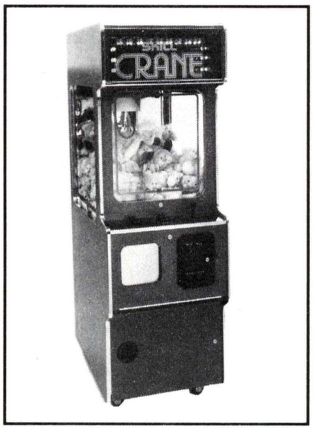
Jackpot
Smart Industries

A four-player rotary with an automatic prize-loading system and prize dispenser in the center of the mirrored playfield. Other features: rotation timer, double coin mech, separate locked cash box, tilt alarm for motion detection, and 12 musical selections in the attract mode.



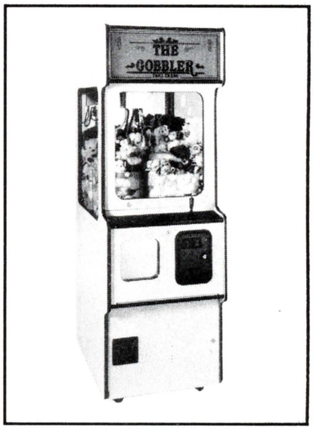
Goliath
SMS

Features include complete music/sound/light package, extra-wide viewing area, joystick or button control, prize detection system, locking front wheels, plywood cabinet, digital credit/timer, intrusion sensor and alarm, and $1/$5 bill acceptor standard. A ticket dispenser is optional.



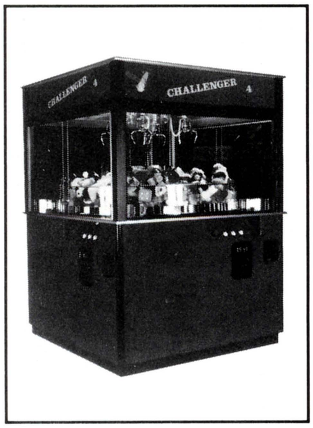
Skill Crane
SMS

A single upright with adjustable claw grip, complete music/sound/light package, chase lights over mirrored header, choice of button or joystick controls, prize detection meters, and an unauthorized intrusion sensor with audible alarm.



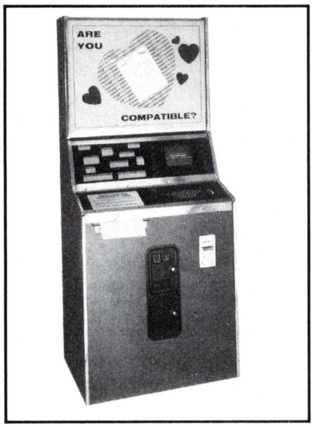
The Gobbler
SMS

An economy model single upright crane with the same reliable crane mechanism as the SMS deluxe models. Other features: double coin mech, large prize door, prize viewing on three sides, joystick or button control, and locking front wheels.



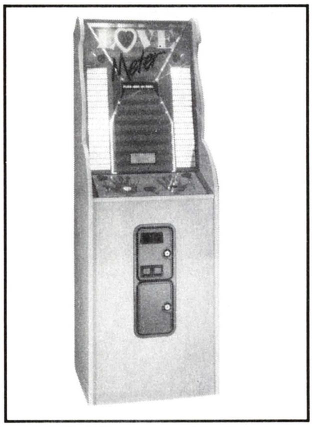
Challenger 4
Wedges/Ledges

Four-player upright with eight coin mechs and a double coin door at each player's station, carousel field that rotates, enhanced audio, complete prize viewing from any angle, and eight-way joystick. Also available, the single *Challenger*.



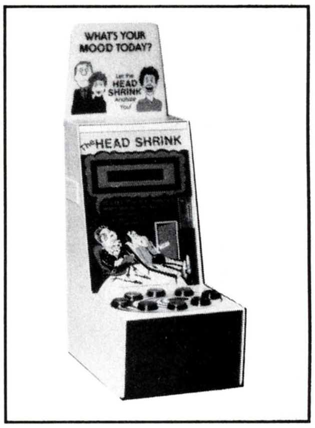
Are You Compatible?
A.C.S. Corp.

It gives customers a personal compatibility printout. Easy-to-follow instructions are displayed on the center of the video terminal. Customers interact with the computer while finding out their "compatibility quotient." The unit, with hearts on the backglass, accepts quarters or a $1 bill.



Love Meter
A.C.S. Corp.

It features an LED readout with a 120-character message. The cabinet is pastel blue with a colorful backglass. The game is convertible by changing the glass and one ROM. It is also available under these titles: *Love Forecaster, Sex Meter*, and *Sensuality Meter*.



The Head Shrinker
Adrian Enterprises

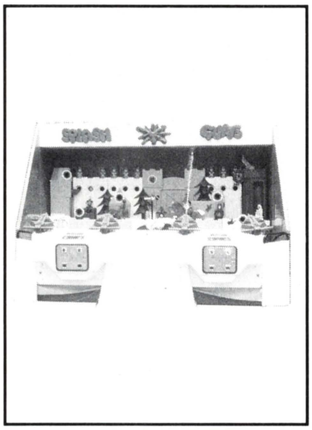
This novelty piece takes a humorous turn, with a cartoon psychiatrist analyzing a patient. The program is a comprehensive scientific test designed to deliver a candid mood analysis, with thousands of possible mood profiles. There's an all-steel cabinet and $350 capacity coin box.

Novelties

YOUR DAILY HOROSCOPE & LUCKY LOTTO NUMBERS!
STAR GAZER

Stargazer
Adrian Enterprises

The player's daily horoscope and lucky lotto numbers are displayed with a backlit LCD module. The birthdate and chosen forecast date are entered by way of five membrane switches and a flashing "enter" button. The machine returns a verbal greeting. The attract mode has green lights.



Splash Guns
Alter Enterprises

Mounted guns fire a stream of water at 38 animal targets; when they are hit, flags spin or knights fall down. A plastic covering protects the coin mechs. Animations are snap-on sections and can be changed. Alter also manufactures an extensive line of remote control cars and boats.

THE LOVE DOCTOR
HIS PRESCRIPTION IS LAUGHTER
FUN THERAPY

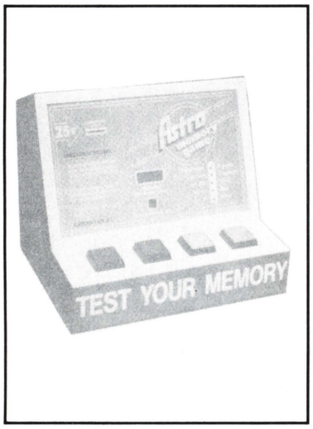
Love Doctor
Astro Vision

A novelty countertop that combines two successful themes: sex and humor. Hundreds of questions and answers are included, directed to all age groups. It occupies just one square foot of space.

Lotto Love
Your Love Analysis and Today's Lucky Lotto Numbers!
Lotto Love 2

Lotto Love
Astro Vision

A love analysis is dispensed along with the day's lucky lotto numbers. Players place a hand over the heart, insert 25 cents, then read the analysis and lucky numbers (delivered in 45 seconds). The marquee is durable and the coin acceptor trouble-free.



Memory Tester
Astro Vision

A countertop game that tests memory skills. Possible locations include bars, diners, truck stops, bowling alleys, and shopping malls. Dimensions: 13 inches high, 15 inches long, and 11 inches deep.

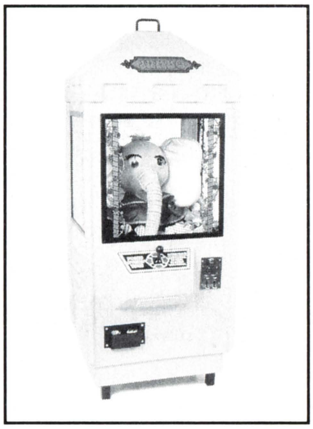
Lectro Beans
Bean Industries

The game of beanbag toss comes to coin-op. An automatic electronic scoreboard, equipped with digital readouts, keep track of each player's score through five frames of play. As many as six players can compete at one time. It measures 22 inches wide, 42 inches deep, and 73 inches high.

The Mating Game

The Mating Game
Betson Enterprises

Players enter their name and birthday, along with that of a friend, to receive a personality and compatibility profile printout. The game has a high-quality printer, dollar bill acceptor, and adjustable pricing. It's available in arcade style (pictured) or cabaret.

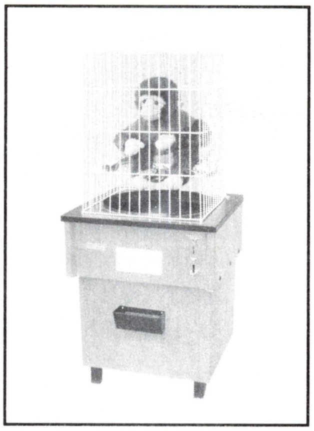


Jumbo
Coin Concepts

This is a toy vendor that features a playful elephant which dispenses a variety of items. It uses a vacuum system to pick up prizes with the elephant's trunk and place them in the prize chute. There's a voice-attract play mode, double coin mechs, and a three-sided view of the prizes.

Novelties

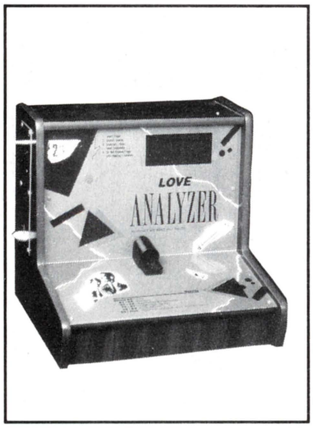
Love Meter
Coin Concepts
The ratings range from shy to sexy, wimp to wolf, and all places in between for male and female categories. The unit talks to players during attract modes and game play. Also, players receive amusement from comical graphics.



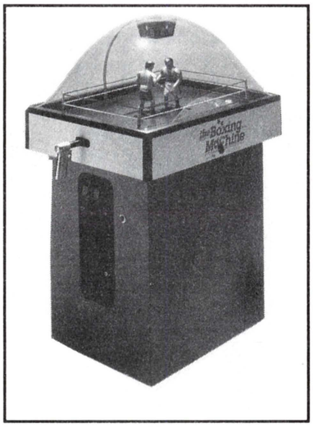
The Monkey
Coin Concepts
As the name indicates, a T-shirt-clad monkey sits inside this unit. It's suitable for eggs or capsules and has a capacity of 1,500. Different jokes are told with each inserted coin. Other features include a talking attract mode, adjustable pricing, and foreign language capability.

The New Mating Game
Coin Concepts
This unit offers a compatibility check on a computer printout. It tells the player how well he complements his or her spouse, girlfriend, boyfriend, etc. Other features include a high-speed printer, a reliable paper delivery system, and a Rowe $1 bill acceptor with stacker.

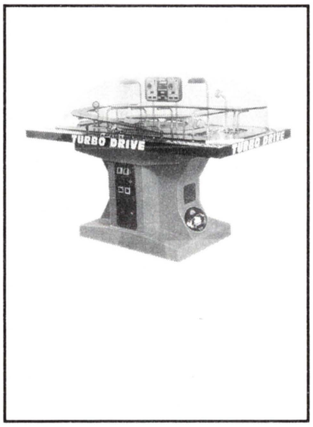
Power House
Coin Concepts
This is a talking strength tester with adjustable grip. An attract mode calls the players, then ranks their ability on a vertical meter. A comical phrase is tossed in for humor. Suitable for men, women, and children, the unit also features color graphics and adjustable pricing.



Love Analyzer
Communidyne
A countertop that provides one's "love quotient" in six ranges: chilly, romantic, warm vibes and passionate, look-out sexy, sizzling hot, and incredible. The game operates on 25-cent play and is housed in a cabinet of red, blue, and lavender. Also available: *Physical Fitness*.



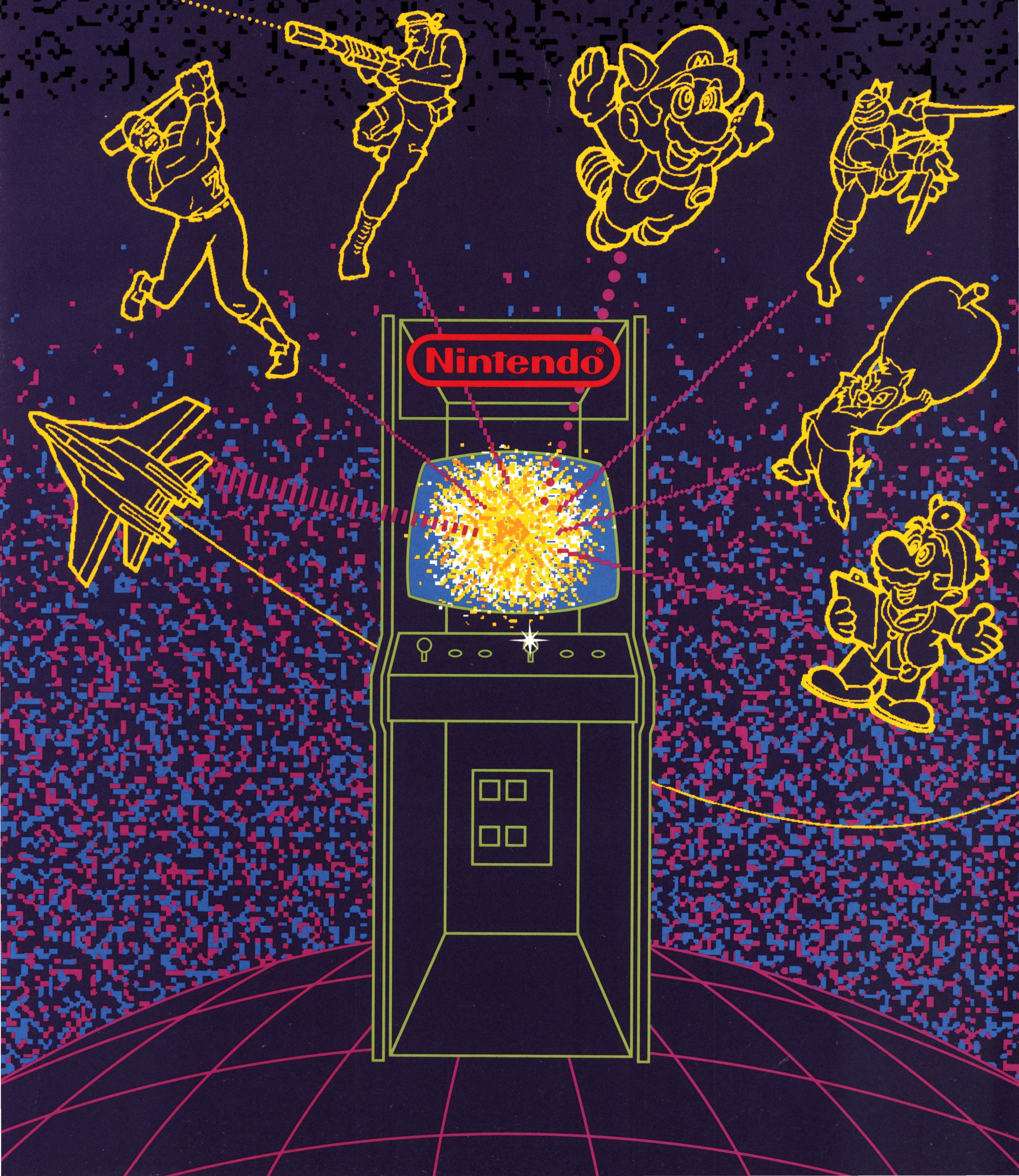
The Boxing Machine
Games for Gain
This skill boxing game for two players is compact and dome covered. There are adjustable rounds and pricing, along with realistic ringside sound effects. Other features include an electronic scoreboard, an over/under coin door, and large handles with a gun-grip design.



Turbo Drive
ICE
This is a dome-topped car racing game with an adjustable number of turns and game timing. There are three buttons and two joysticks on the control panel, checkered racing flags near the controls, and a heavy cabinet base with bright green colors. Two coin mechs are included.

Lucky Eggs
Innovative Industries
This egg vending unit has the ever-popular Fred Flintstone inside. He talks with players and serves as an attract mode in this brightly colored cabinet. It's decorated with Dino and other familiar inhabitants of Bedrock. A chicken vending unit is also available.

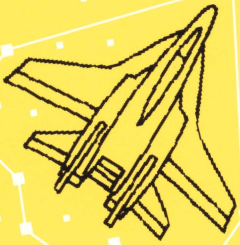
CATCH A SHOOTING STAR.



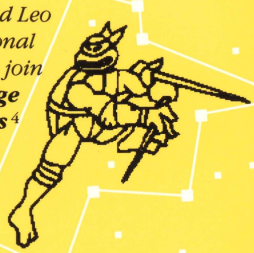
Nintendo Releases A Whole New Galaxy Of PlayChoice Titles.

Our ever popular video heroes, Mario and Luigi are back and better than ever in ***Super Mario Bros. 3™****. New worlds, new enemies, and new special suits with amazing powers make this the most exciting adventure yet!*

Players join forces with Chip 'n Dale and their Disney pals in the ***Rescue Rangers***[3] *to frustrate Fat Cat and his chums in their sinister attempts to destroy the city.*

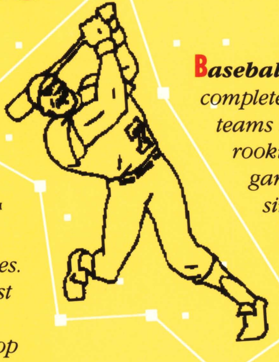


Alien invaders are draining the Earth's energy. As ***Captain Skyhawk***[1]*, it's the player's job to stop them. All the speed and firepower of a fully equipped, F-14VTS jet is at their disposal.*



Don, Raphael, Mike and Leo have become international heros. Now players can join in the action as ***Teenage Mutant Ninja Turtles***[4] *struggle to protect their friends from the evil Foot Clan.*

Super C[5] *kicks into action where Contra left off. Players take on a whole army of demented alien soldiers led by the vile Red Falcon. Simultaneous play lets two players challenge the game's eight levels of excitement!*

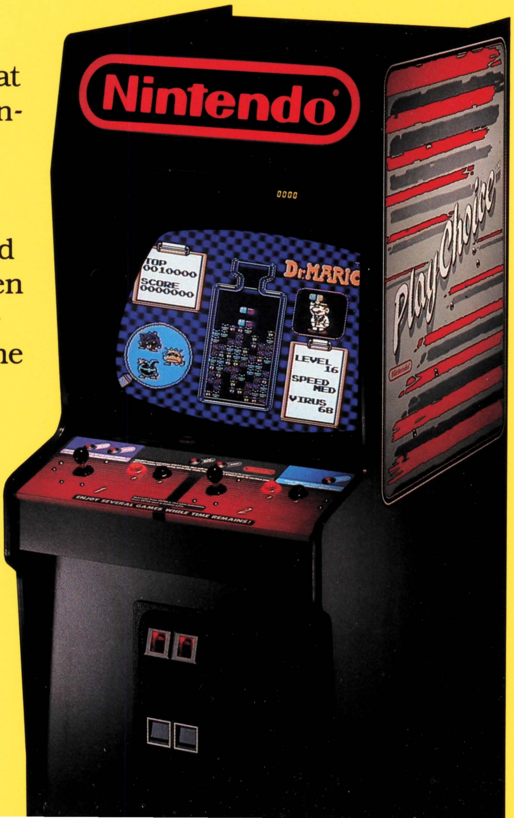


Baseball Stars[2] *gives players complete control to choose leagues, teams and players—from green rookies to the true heroes of the game. And now, exciting simultaneous play means two players can push each other to the limit!*

Players of all ages are lining up to help ***Dr. Mario™*** *conquer the world's most harmful viruses. Game action is fast and colorful, as players try to stop the diseases from spreading. Watch out, the excitement is contagious.*

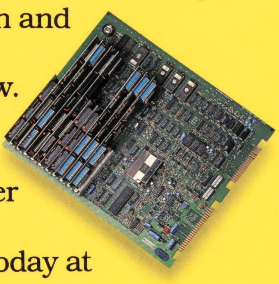
PlayChoice is Still the Leader in the Race for Space.

Profitable space is the last great frontier in the business. That's why establishments around the world are installing the PlayChoice Entertainment Center™, the game system that offers ***more*** exciting entertainment per square foot. All of Nintendo's brightest stars are available for installation on both PlayChoice™ Upright and CounterTop models. And when you give your players the hottest game choices, they'll come back to play again and again.



Make Your Move to the Next Dimension in Profitability.

With PlayChoice, the choice to be successful is all yours. And remember, installing new games is a simple, two-minute, do-it-yourself job. So you can rotate games between your PlayChoice locations and keep the action fresh and exciting. Make your move now. Call your authorized Nintendo dealer or Nintendo of America Inc. today at 1-800-633-3236.



Nintendo®

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Fax: 206/882-3585

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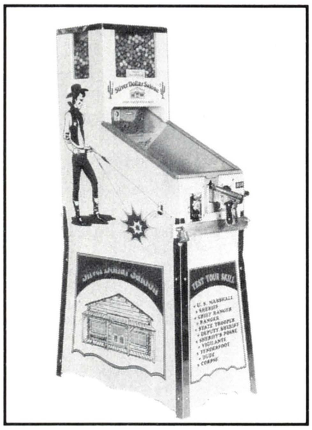
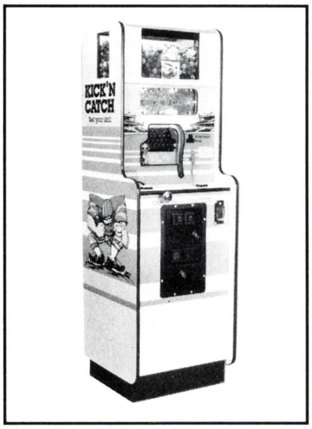
Novelties

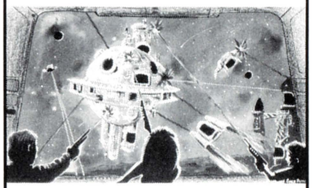
Big Top
Johnston Products
A combination shooting game and vendor, it awards the winner either gum, candy, or toys. Ten shots are fired at moving targets for a score. It's an entirely mechanical game with a circus-themed cabinet that attracts children. Non-vendor gun games are also available.



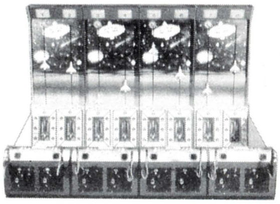
Silver Dollar Saloon
Johnston Products
This rugged, Western-themed cabinet houses a mechanical gun with a low noise level. It also has tempered safety glass. There's an optional security lock and product hopper that holds candy, gumballs, superballs, or toys.



Kick 'N Catch
Johnston Products
This unit is a combination novelty skill game and prize vendor. It has double coin mechs and digital scoring to show the number of points scored and shots left. Options include an immediate prize with coin insertion, bonus prizes, extended play, or free game for any score level.



Lazer-Tron
Lazer-Tron Corp.
A six-, nine-, or 12-player lazer shooting game. Players compete head-to-head in a contest of speed and skill, trying to hit 36 game targets. Scene choices include underwater, intergalactic space, a haunted house, a circus, and a Western train. The lazer guns are mounted on a counter.



Shuttle Launch
Lazer-Tron Corp.
Players are challenged to race space shuttles up a track in this lazer midway game. Each player mans a lazer gun and shoots a set of targets that elevates his/her shuttle further up the track. The first one to dock at the space station atop the station wins. Has winner lights/bells.

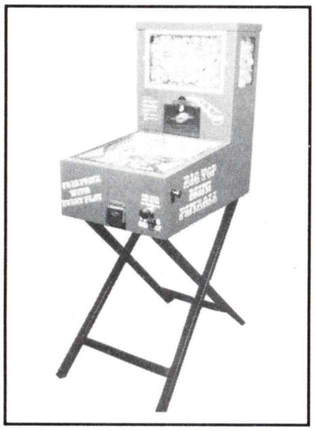
The Comic Clown
Leisure Time
This singing and talking gift vendor gives customers a prize every time. Among the features are individual multi-speed and movement, the ability to use all types of eggs and capsules, extra-large capacity, weather-proof construction, and available spare characters.

Radio-Controlled Boats and Cars
Leisure Time
These vehicles come with a fiberglass, prefabricated track system. The system provides from four to 24 player positions, configured in two-player fiberglass consoles. The boats are 39-inch replicas of Mississippi River paddleboats. Cars are one-eighth scale; many are sporty models.

No Photo Available

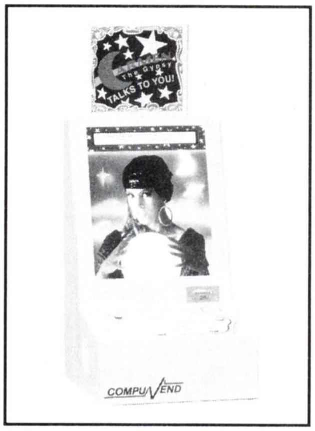
Lucky Ducky
Lucky Associates
This egg vending machine is based on the famous children's story, "The Legend of Lucky Ducky." The unit holds 600 eggs and is constructed of steel, high-impact plastic, and plexiglass. Coinage can be set for 25 or 50 cents or a quarter-size token.

Novelties



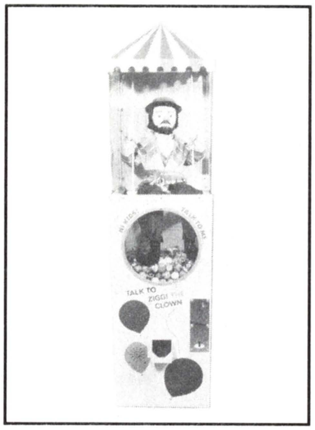
Big Top Mini Pinball
Mayoni

This game/vendor targets youngsters from four to 15 years old. With each quarter, the customer receives a gumball, one-inch capsule, and pinball game; the hopper holds from 750 to 1,800 pieces. The mechanically operated game has colorful artwork and a circus animal theme.



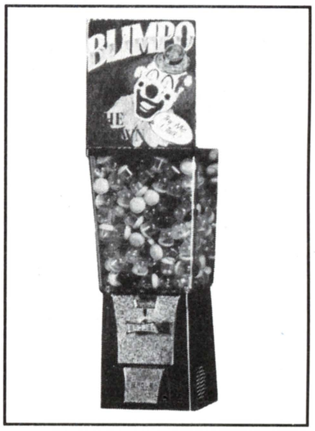
Carmen the Talking Gypsy
Mayoni Enterprises

Carmen reads the player's palm and predicts his or her future in this countertop with microchip-synthesized voice. A four-color backlit front panel helps attract impulse customers. There's a new, upgraded design and a one-year guarantee.



Ziggy the Clown
Mayoni Enterprises

This egg or capsule vendor houses a talking clown and holds over 3,000 products. Among the features are a no-obstruction, wrap-around window; the ability to dispense any size capsule currently on the market; a Coin Acceptors coin mechanism; added door for easy access; an anti-jam feature.



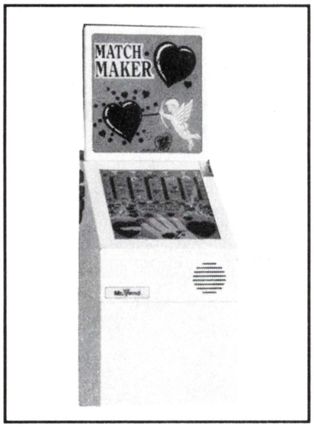
Blimpo Jr.
Mr. Vend

This talking vendor utilizes a human voice. Available with or without a stand, the unit is appropriate as an add-on to existing standard bulk vending stands, or it can be used as a single. It holds toys, candy, and gum.

LOVE-O-METER
HOW LOVABLE ARE YOU?
Mr. Vend

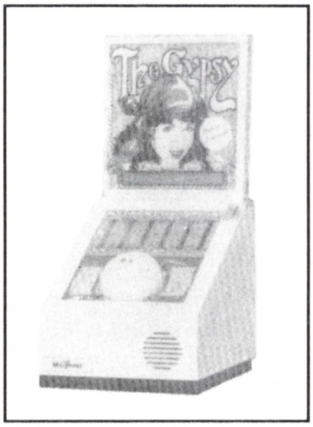
Love-O-Meter
Mr. Vend

Players insert a quarter and position their hand on the sensor. After a few seconds, the LCD screen indicates the passion diagnosis. Ratings include Romeo, super stud, foxy lady, and angel baby. The cabinet is constructed of steel and there's a one-year factory warranty.



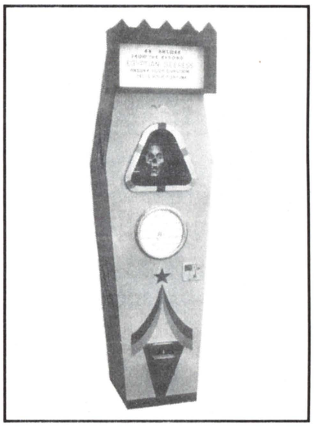
Match Maker
Mr. Vend

Flashing lights draw players to this impulse machine, which features a human voice produced by a microchip. There are no moving parts to wear out or break. The cabinet is colorfully decorated with humorous graphics and a ratings chart.



The Talking Gypsy
Mr. Vend

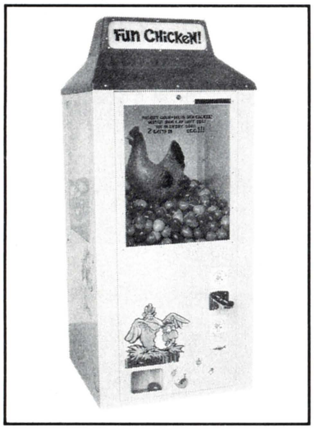
Features of this fortune telling machine include a special effects crystal ball with a spectrum of colored lights, LCD display screen, six-category flashing LED bar graph, 25-cent vend, coin counter/meter, built-in security, and one-year factory warranty.



Egyptian Mummy
Mike Munves

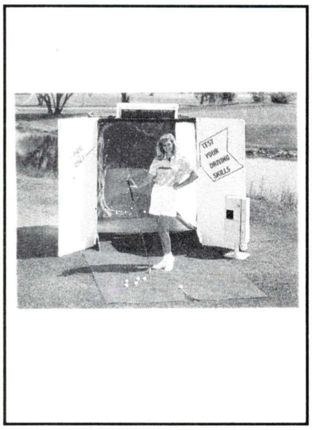
Ramses the Mummy answers questions by nodding his head "yes" or "no." The unit measures 84" high x 24" wide x 18" deep. Options include a fortune card feature and 25- or 50-cent play. Also available from the company are *Artist's Reception, Bat-A-Ball, Grip Test,* and *Love Tester*.

Novelties



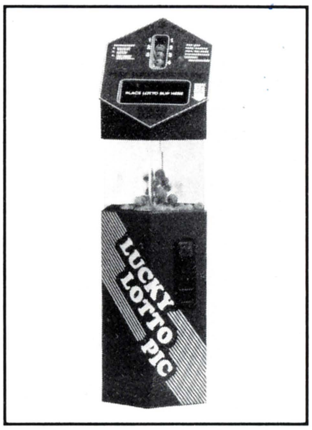
Fun Egg
National Entertainment Technologies

A prize-vending unit with a chicken that clucks as it dispenses desired eggs. Features include heavy gauge steel construction and baked enamel finish, solid-state circuitry, optional push/pull slide, and 25-cent, 50-cent, or token vending available.



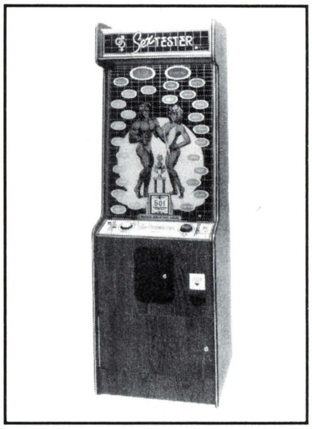
Tee It Up
National Sports Games

A golf driving range is brought indoors. Real clubs and balls are used in a fully enclosed spectator protection cage. Microwave technology measures and evaluates each shot and informs the player of the speed and projected yardage on an illuminated message board. $1/$5 bill acceptor/stacker standard.



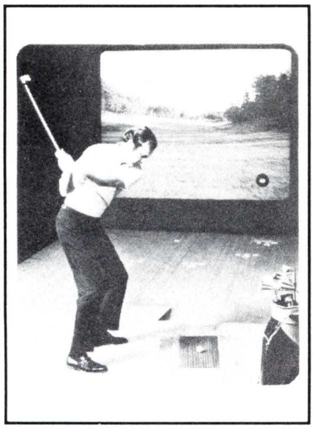
Lucky Lotto Pic
Quality Mfg.

This unit uses air-driven bouncing balls to select lucky lotto numbers. It's available in either the Pick 6 or Pick 3 & 4 formats; both are solid-state and computer controlled. There's also an LED light display, two side pockets for lotto slips, and one or two plays for 25 cents.



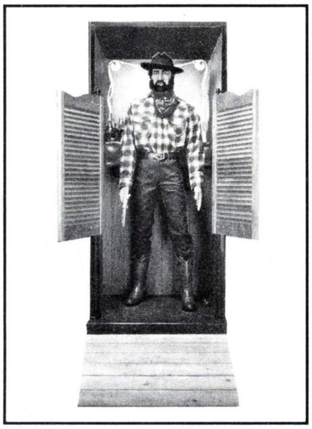
Sex Tester
SMS Mfg.

A visual display of the player's sex quotient is shown on a pink, blue, black, and white backglass. Adjustable from one to eight coins per play, the unit measures 74'' high x 25.75'' wide x 21.50'' deep. Other features include button controls and standard dual coin mechs.



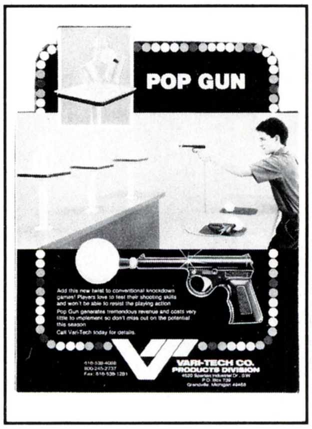
Golf-O-Mat
Vari-Tech

This golf simulator offers 18-hole play with big-screen viewing of major golf courses across the country, such as Pebble Beach and Doral. Players hit the ball into a nylon-type screen. A film screen projects actual golf holes, which gives players a feel for how far was hit, their lie, etc.



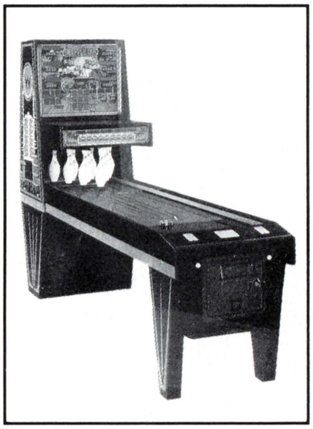
Mr. Six Gun
Vari-Tech

This ''quick draw'' skill game features a fully automated Western character. Available in economy or deluxe models, the game has solid-state electronics and digital sound. Options include a ticket dispenser and a mannequin-operated water gun.



Pop Gun
Vari-Tech

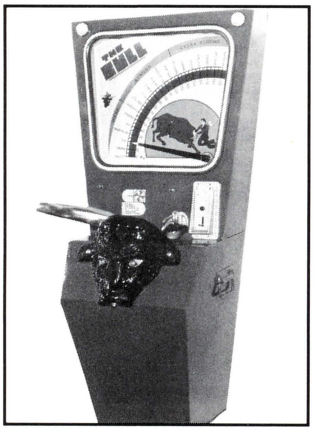
Players fire plastic balls at acrylic target cylinders in this novelty shooting game. A heavy duty, pneumatic steel gun is used; it's securely chained to a counter. There's also a fully laminated pedestal with T-molding and a ribbed rubber gun mat to protect the countertop surface.



Shuffle Inn
Williams

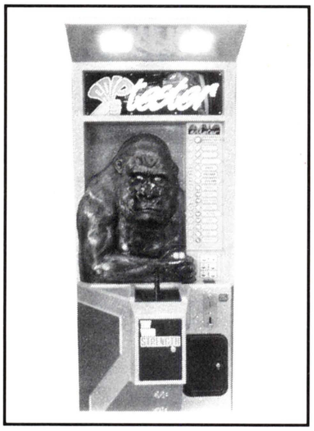
This shuffle alley features a backglass of country mice sitting at the bar in an old saloon. An enhanced sound and speech effects package adds to the appeal of games like Regulation, Flash, and Tic Tac Strike. There's also advanced diagnostics, a laminated hard surface, and bookkeeping.

Novelties, Kiddie Rides



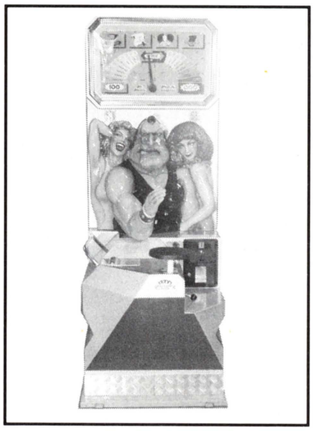
The Bull
Zamperla

This skill game tests hand-grip strength. It comes with a bellowing bull sound, automatic reset for faster replay, and has low maintenance upkeep. Also available is the *Bull 90*, with a new fiberglass body. Both measure strength on a scale.



Gorilla Grip
Zamperla

This grip-testing machine has 16 different strength classifications. There's a strength-select button for male/female/child setting. The lightweight unit—on wheels—plays music and talks; it also has a flashy silver fiberglass body.

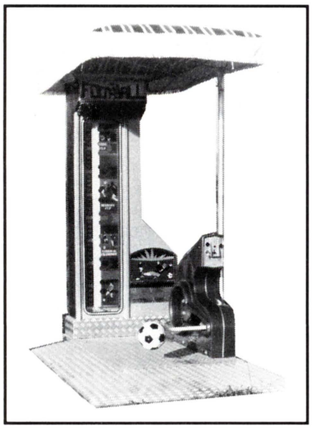


Mr. Muscle
Zamperla

Players test their strength against an arm wrestler by taking hold of his outstretched, muscular arm. They can choose the skill level: boy, normal, strong, or superman. The unit comes complete with a detailed scoreboard to measure strength.

Punchball
Zamperla

Coin boxes can be set for one to three punches for 25 or 50 cents. Players select from several models, including the *Superbox* deluxe model with large fiberglass canopy roof and special light effects. There's also the *75L, 74N,* and *75LR* reconditioned game.

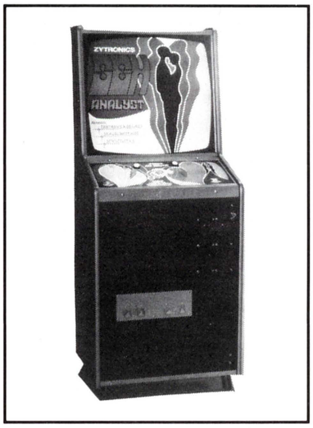


Soccer
Zamperla

This game measures kicking strength. It comes complete with running lights and anti-skid selection buttons to determine the level of resistance. The kicks of youngsters and adults are both registered. The cabinet is bright red.

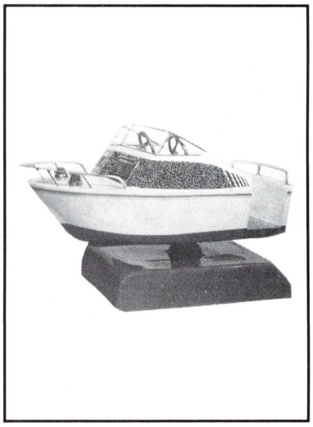
Gypsy Palm Reader
Zytronics

Bright colors and illumination highlight this upright cabinet game with 50-cent or $1 options for the players. Also available: electronic horoscope and palm reading, and weight and fortune scale.



Sex Analyst
Zytronics

The unit dispenses comical answers to questions about sexual behavior. Players put one of their hands on the desk top and press the start button. A sex analysis is returned on a computer punch card. It operates on 50-cent play. Look for the company's newest piece, *Gypsy Palm Reader*.



Cruiser
AMTEC

Young sailors love the authentic look of this pleasure craft in red, white, and blue. There's nautical detailing on this fiberglass ride with real chrome hardware. Other rides from the company include *Blue Cosmos Rocket Ship, Crown Carousel, Pinochio*, and *Pirate Ship*.

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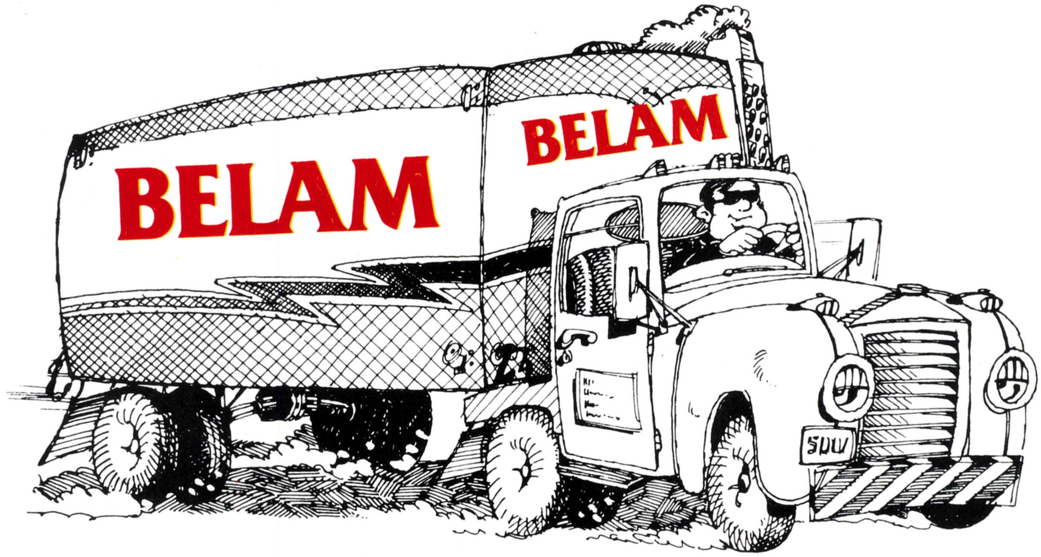

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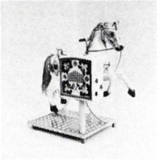

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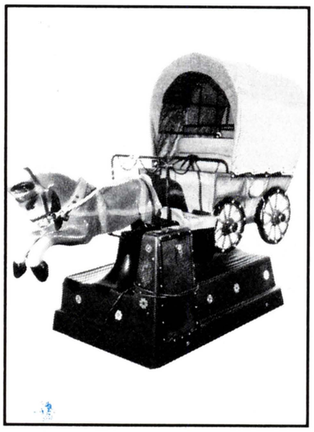
Kiddie Rides

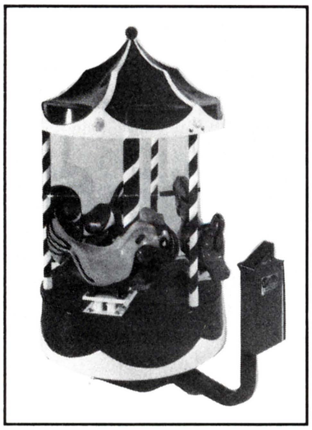
Carousel Horses
R. H. Belam
The beauty of classic carousel horses can be found in these well-designed kiddie rides done in soft pastels. Each is securely mounted on a heavy stand. Youngsters and parents will appreciate the detailing.



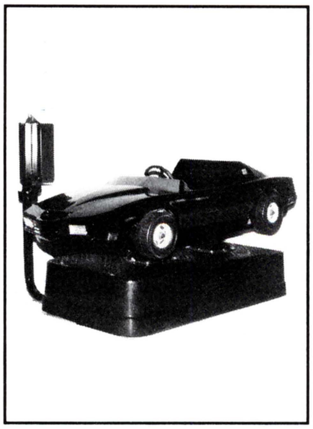
Horse and Wagon
R. H. Belam
Bring on the Old West in this kiddie ride that holds two youngsters. The covered wagon is reminiscent of days gone by; the horse appears eager to take his passengers on a ride.

Red Baron
R. H. Belam
This antique plane with mounted gun is sure to please children looking for a different type of ride. The plane is done in right red with a wooden propeller.

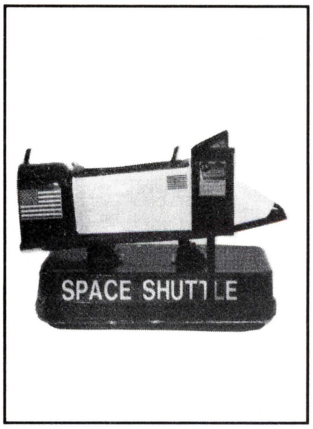
All-Terrain 3-Wheeler
Carousel
A bright yellow three-wheeler that moves back and forth and has authentic sounds. A sturdy red and yellow base secures a safe ride.



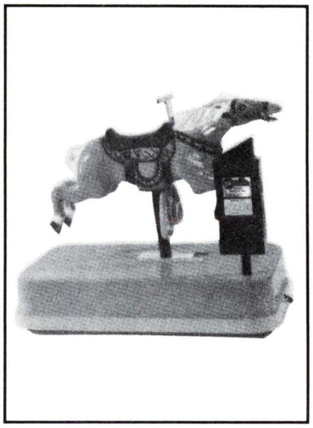
Jr. Carousel
Carousel
Calliope music is played on this thee-rider carousel. It's built to withstand constant use. There are candy striped poles, a red and white canopy top, and a double guarded cashbox.



Knight Rider
Carousel
The famous sleek-black car with special powers still registers well with young drivers. Features include al steel frame, no-jerk starts, and double-guarded cashbox.



Space Shuttle
Carousel
This space vehicle is decorated with American flags. The heavy-duty black base seats a young astronaut ready for a voyage. The double-guarded cashbox has a secure 11-gauge steel outer cover.



Thunder Horse
Carousel
Next to the carousel, the horse is the most traditional kiddie ride. Here it's done in a soft buff color and stands on a sturdy blue and yellow base. The double-guarded cashbox is standard. Look for the company's popular new ride, *Z-327 Kiddie Convertible*.

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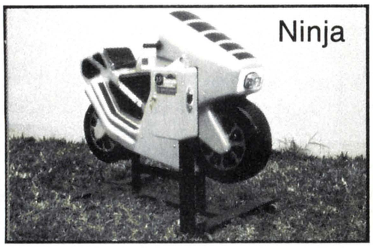
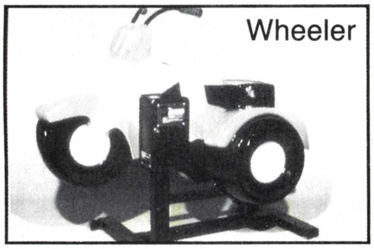
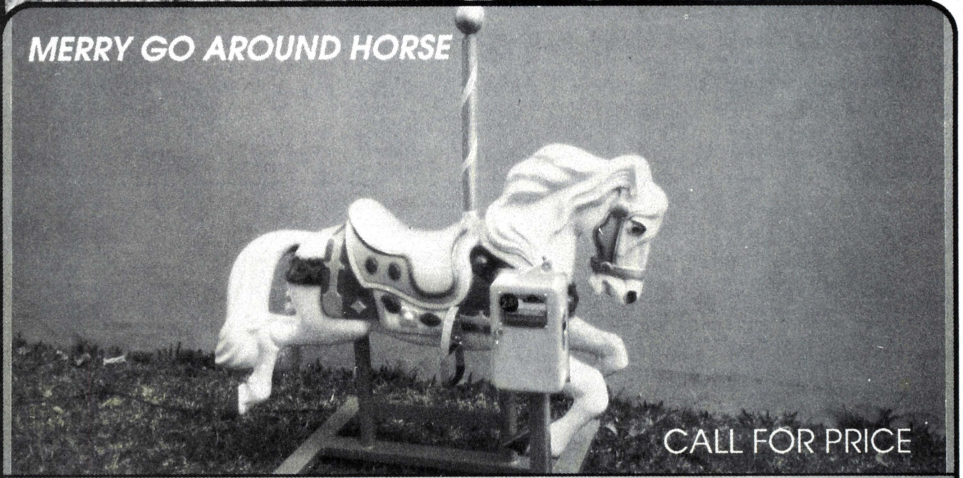

Ninja


Wheeler

*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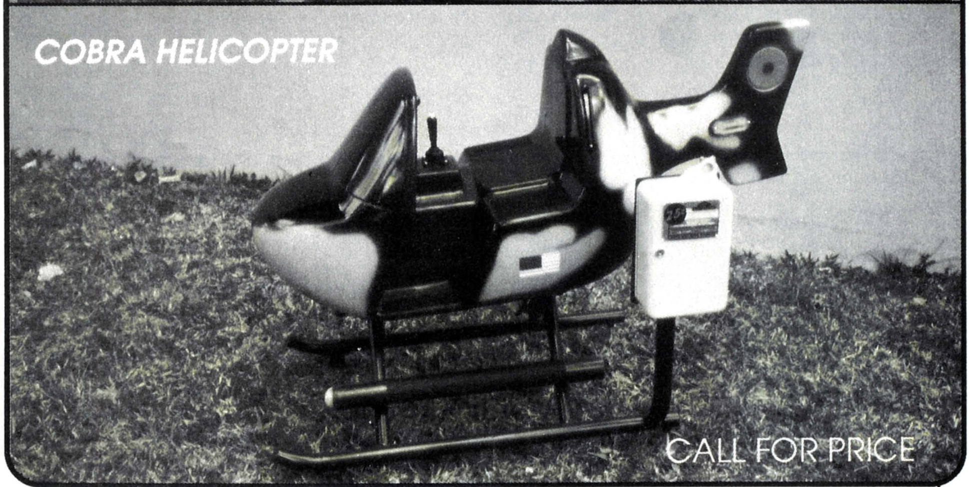
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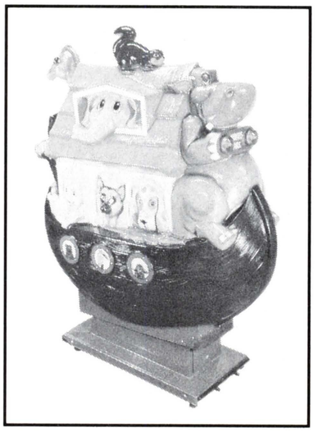
Kiddie Rides

MEAN MACHINE

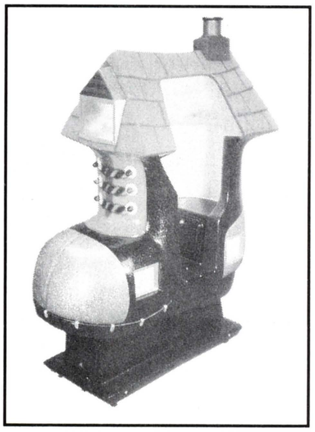
Mean Machine
Coastal Amusement

There's a telescopic handle in the base of the machine. The volume control for sound effects is located behind the large, secure cashbox. The ride is constructed of self-colored fiberglass. Like other Coastal rides, this one is manufactured by England's Whittaker Bros.



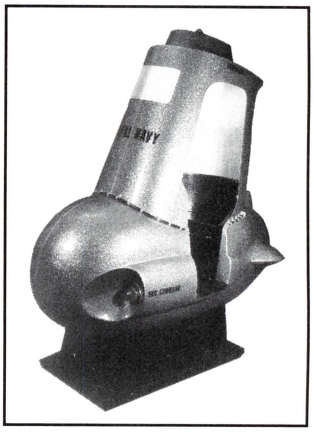
Noah's Ark
Coastal Amusement

The company's most colorful model, this kiddie ride brings the famous Biblical tale to life. It sways back and forth and features such animals as a hippopotamus, elephant, dog, cat, pig, and squirrel.



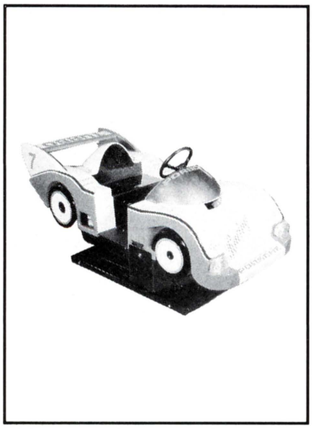
Old Woman's Shoe
Coastal Amusement

This new ride gets its theme from the fairy tale pages. It features attractive lighting and sounds. Dimensions are 48'' x 23'' x 65''.



Submarine
Coastal Amusement

Whittaker's new ride incorporates simulated speech and special lighting effects to reproduce all of the excitement of a real underwater adventure. Features include three push buttons on the control panel for spoken phrases; telescopic front handle; a flashing light; red light rope around ride.

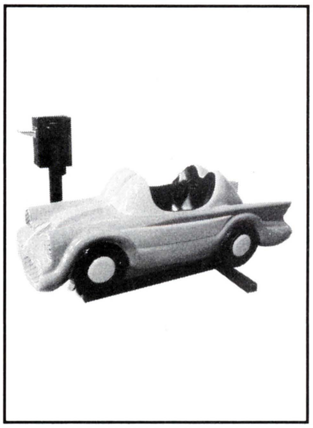


Turbo Porsche
Coastal Amusement

This ride features front and rear flashing lights; authentic Porsche colors in a Le Mans-style racing car; engine and horn sound effects; rear castors; and a telescopic handle at the front.

Welephant
Coastal Amusement

This new fire engine kiddie ride uses an elephant character to promote fire safety. During the ride the authentic "Welephant" signature tune plays. A fire engine siren and bell push buttons can be pressed by the child rider. There are rear castors and a telescopic front handle.



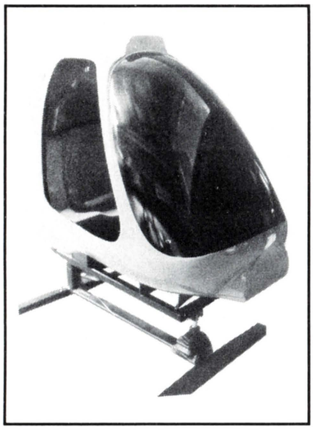
Bat Car
Dudley's Kiddie Amusements

This car kiddie ride, ever popular among young drivers, features a sleek design that attracts junior Batmen and Batwomen. As with other Dudley rides, it fits on a universal base and has a high-security coinbox and post.

Eighteen Wheeler
Dudley's Kiddie Amusements

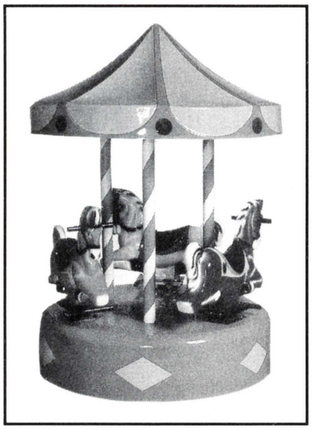
This newly designed ride is made with individually molded tires for realism. It shares these characteristics with all Dudley rides: seats two children; fits on a universal base; high-security coinbox and post; heat-treated strips for construction; replacement parts are universal American-made.

Kiddie Rides



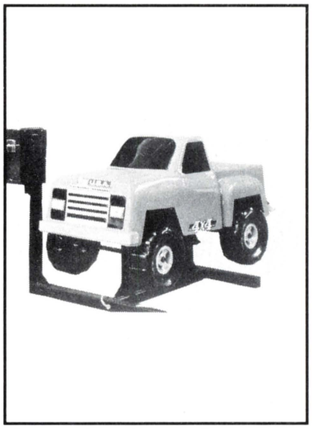
Helicopter
Dudley's Kiddie Amusements

This newly designed red helicopter is lightweight, durable, and weatherproof. The mechanics and music are solid-state. It seats two and fits on a universal base. Dudley also has a car kiddie ride, ever popular among young drivers.



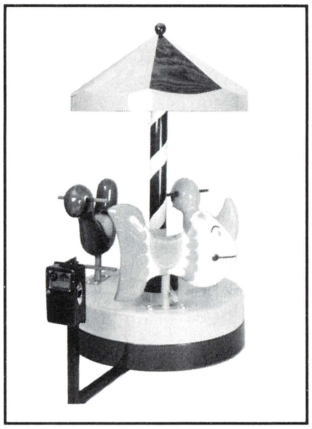
Kiddie Karousel
Dudley's Kiddie Amusements

A carousel with a yellow and blue canopy. There are three carousel horses in red, yellow, and blue; a fiberglass body; and steel fabrication for the coin-box, base, and security covers.



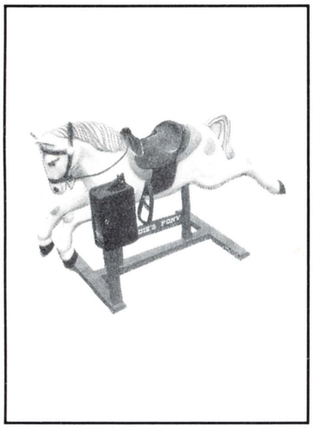
Mud King
Dudley's Kiddie Amusements

This classic red "big foot" truck has been redesigned. There are lights, sound effects, and a standard, state-of-the-art security box with double coin mechs. A biplane and two other pieces are currently in development and will be available this fall.



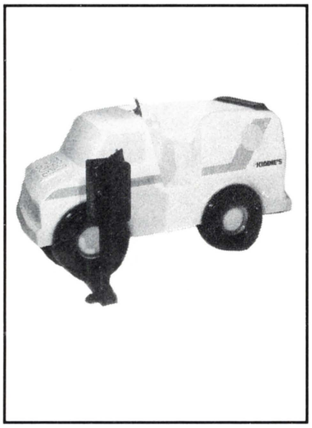
Carousel
Kiddies of Florida

This carousel has three characters and a yellow/red canopy on top. Features include integrated sound; heavy-duty metal and fiberglass construction; a single pole in the center; and a one-year warranty on moving parts.



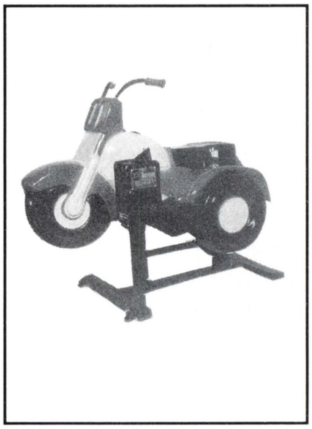
Pony
Kiddies of Florida

This is a white pony with a black saddle, accented in blue and green. It's equipped with a coin-counting meter and motor gear box. The direct-drive ride is safety tested.



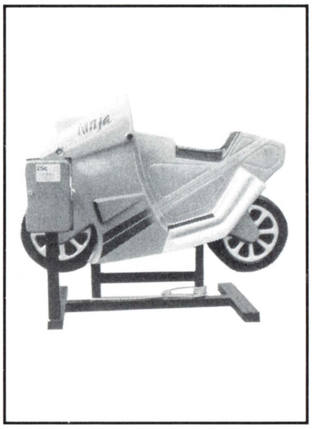
Teen Van
Kiddies of Florida

Aspiring deliverymen can climb into this child-size van and enjoy the sounds and feel of the real thing. It has the same standard features as other KOF rides.



Wheeler
Kiddies of Florida

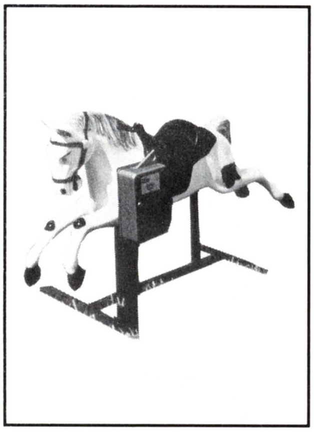
This red, black, and yellow three-wheeler is made of heavy-duty metal and fiberglass. Other features are integrated sound and a one-year warranty on moving parts. KOF also has three new rides: a helicopter, horse merry-go-round, and two-seater jeep. A racing car is coming soon.



Ninja Cycle
Kiddie Rides & More

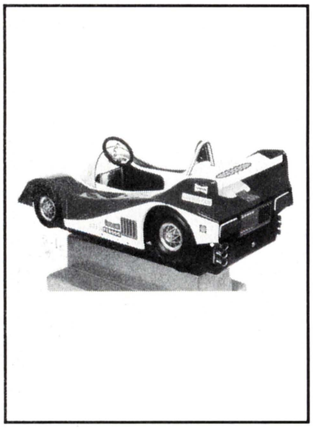
This flashy motorcycle shares the same features as the other two company rides: made in the United States; brightly colored; fully warranteed; a sound system; an interchangeable body; and the ability to use the same base.

Kiddie Rides



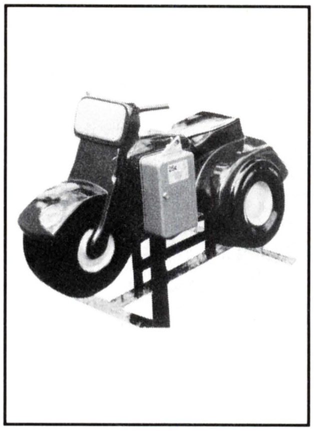
Pony
Kiddie Rides & more

This traditional kiddie ride has all of the same standard features as the *Ninja Cycle*.



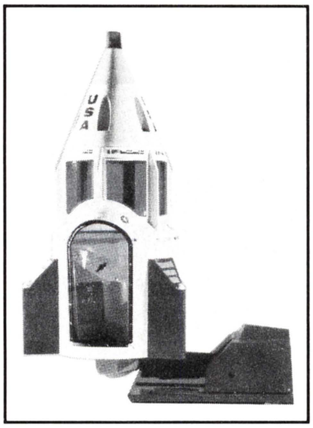
Porsche
Kiddie Rides USA

This red and white sports car has racing decals and flashing lights. Young drivers will be pestering their parents to get behind the wheel of this ride.



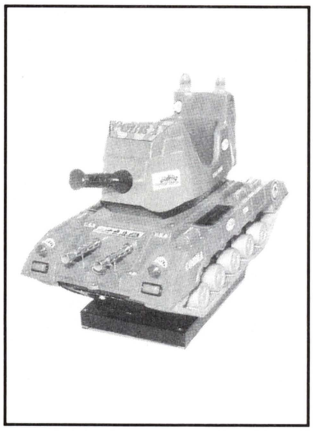
Tri Moto
Kiddie Rides & More

A three-wheeler kiddie ride, it has all of the same standard features as the other Kiddie Rides & More rides. The company also provides parts, coin box protectors, timer assemblies, reduction gears, and the like.



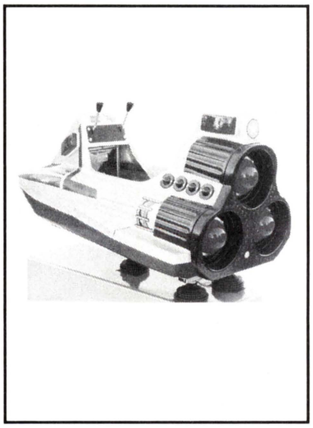
Space Shuttle
Kiddie Rides USA

This is a hydraulic ride with rotation—a real step into the world of outer space. The coloring is all-American red, white, and blue. It stands 6'8'' long, 4' wide, and 9'9'' high.



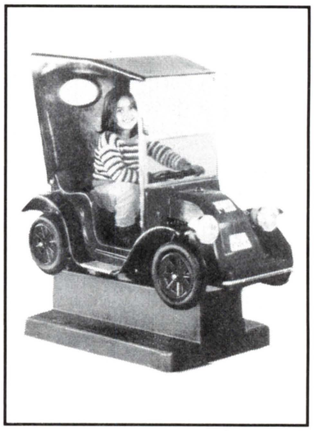
Cobra Army Tank
Kiddie Rides USA

This ride has all the detailing of a real military tank, including a swiveling top section with mounted cannon, machine guns in front, and realistic sound effects and lights.



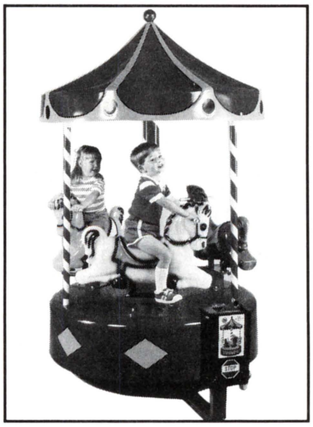
Sputnik
Kiddie Rides USA

This unusual, eye-catching spacecraft mimics the first one to orbit the earth. Jet boosters dominate the back of this white, red, and black ride.



Old Tyme Car
Kiddie Rides USA

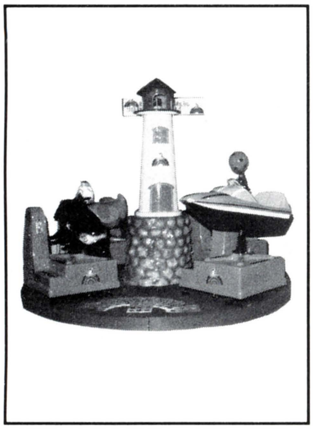
Kids can step back in time with this antique car ride. It's red and black with a single oval window in the rear. Also featured are working headlights and old-time horn sounds.



Carousel
Miracle Recreation

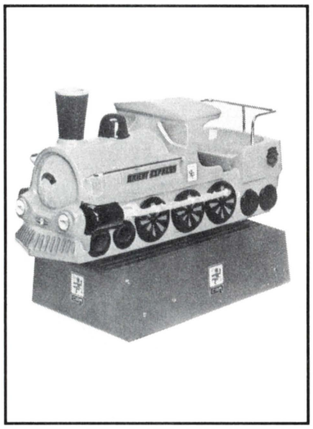
A musical, miniature merry-go-round that's built for use inside or outside. It's constructed of sturdy fiberglass and steel. There are computer-generated calliope tunes to attract children. The ride comes in red, white, and yellow.

Kiddie Rides, Specialty Machines



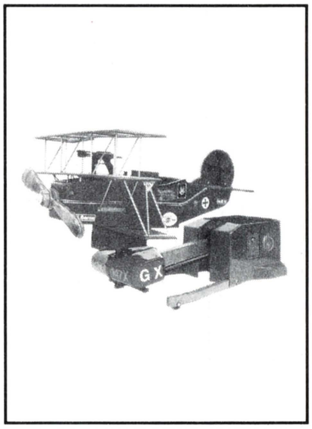
Sea Lion
Rainbow Amusement Rides

One of a series of 16 interchangeable kiddie rides with UL-approved motors, belt-driven movement, and fiberglass bodies. Among the other rides are an airplane, speed boat, pony, kangaroo, unicorn, pelican, donkey, crocodile, dolphin, elephant, and fantasy horses.



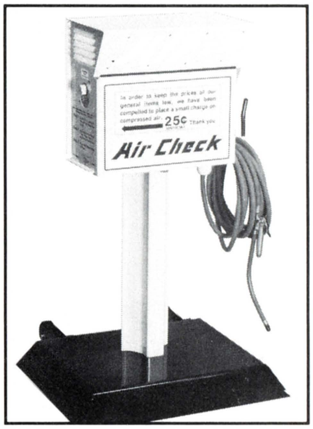
Little Train
Zamperla

Youngsters can take a turn as chief railroad engineer on this mechanical ride. It looks like Tootle, the storybook engine that learned to stay on the tracks.



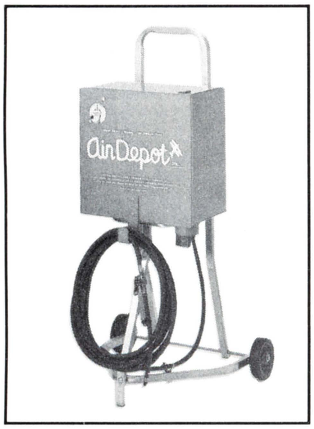
Red Baron
Zamperla

Snoopy's nemesis, the Red Baron, piloted a jet plane just like this one. A hydraulic lift ride of molded fiberglass, with sound and lights.



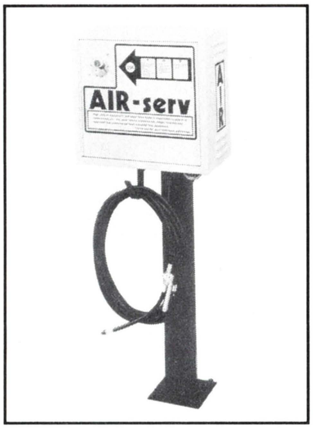
Air Check
Air Check

All cabinets, pedestals, and bases on this unit are welded from 14-gauge steel. There's a stainless steel lock and a compressor that delivers 100 psi maximum pressure. A 15-foot power cord connects to standard 110 volt AC. Also available: *Retrac-A-Hose*.



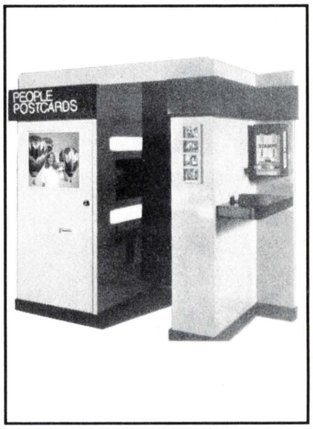
Air Depot
Air Depot

A compact tire inflation center that gives five minutes of 100 psi compressed air for 25 cents. The unit has a built-in tire pressure gauge to allow free pressure check; rugged construction makes the unit virtually vandal-proof.



AIR-serv
Air-Vend

An oilless compressor makes this unit maintenance free. The compact Super-Vault II cabinet can be wall-mounted or free standing. There's also a and steel-reinforced 25-foot cut-proof hose. Also available: *DUO-serv, VAC-serv,*, and *Window Washer Fluid Dispenser*.



People Postcards
Alter Enterprises

The unit occupies just 16 square feet of floor space, the same as traditional photo booths. Customers select a postcard background; the picture prints automatically. It uses a new thermal process that eliminates the need for messy chemical solutions.

COMPUTERIZED ALCOHOL TESTER

Breath Alcohol Tester
Amavend

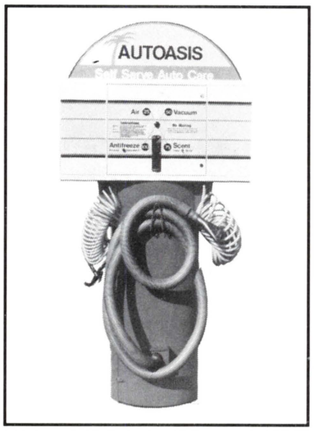
A machine that accurately indicates alcohol levels. Features include built-in calibration, a metal coin box that holds up to $400 in quarters, and a one-year warranty under normal usage. It may be used as a countertop or on a stand.

Specialty Machines

Astro Scale

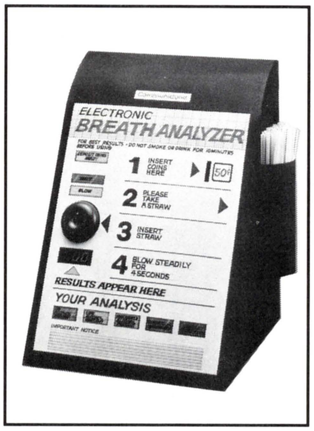
Astro Scale
Astro Vision

Features include solid steel construction, shatterproof plastic protective decals, adjustable feet for leveling, flashing LED on the front, a reliable coin mech, rubber mat on the platform, and high security lock.


AUTOASIS
Self Serve Auto Care
Air
Vacuum
Antifreeze
Scent

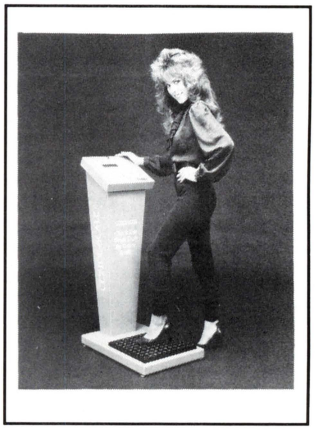
Autoasis
AVS Systems

A self-serve auto care unit, it dispenses water and compressed air in the same machine. It comes with a footed stand, two sets of hoses, and single coin mech with coin return. Also available: *Vacuum Cleaner* and *Air Freshener.*


ELECTRONIC BREATH ANALYZER
1 INSERT COINS HERE
50¢
2 PLEASE TAKE A STRAW
3 INSERT STRAW
4 BLOW STEADILY FOR 4 SECONDS
RESULTS APPEAR HERE
YOUR ANALYSIS

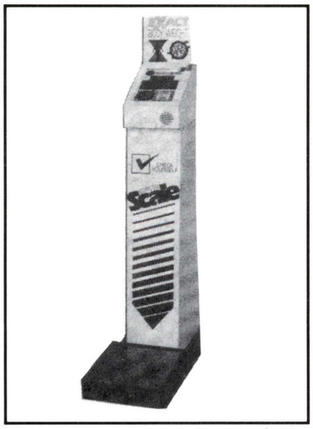
Breath Analyzer
Communidyne

Features include digital LED readout of the percent of blood alcohol concentration and five visual displays to reinforce audio instructions and results. The machine promotes customer awareness and helps reduce bar liability. Coin-operated, it adjusts from one to seven coins.



Compu-Scale
Mayoni

A scale constructed of durable steel with a modern design: it computes weight and health data based on customer entries. Features include solid-state electronics, a one-year battery for power (though the unit can be supplied in standard AC current if requested), and trouble-free performance.


EXACT
Scale

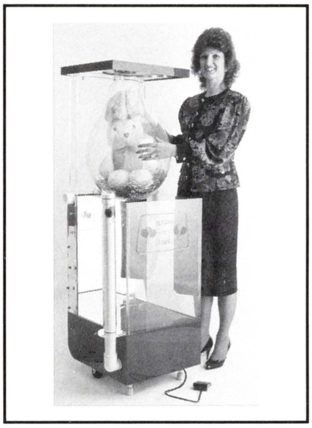
Computerized Scale
Mr. Vend

Among the features are a dual calibrating system and LCD display screen that flashes "overweight/underweight" before the quarter is dropped. After the quarter is inserted, the player's weight and lucky numbers appear; also, battery operated (standard).

SEX APPEAL
EXACT
Scale

Scale/Heart Rate and Fitness
Mr. Vend

This unit offers two tests in one machine at 25 cents per test. Once a quarter is inserted, the "select-test" button starts flashing. After the player selects the test, he rests a fingertip on the sensor; then the machine gives an LED reading. A variety of units may be mounted on the base.



Balloon Stuffing Machine
PMI Toys & Novelties

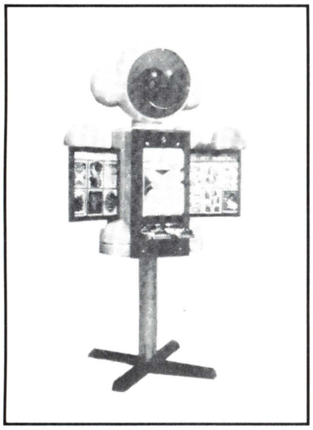
This unique promotional item, *Stuff It Time*, comes in six colors. It allows placement of plush prizes and other items inside balloons. A starter kit comes with all the materials needed to prep balloons, plus other supplies.

Electronic Scanner
BREATH ALCOHOL READING

Breath Alcohol Scanner
National Entertainment Technologies

A machine that assists customers in determining their ability to drive safely, it offers dual sensor system, fast recovery time, straw disposal bin, a coin box that holds $400 in quarters, and availability as a wall mount unit or on a floor stand.

Specialty Machines



Tobi
National Entertainment Technologies

A robot sticker-dispensing unit available in four colors, it features mechanical operation, die-cut quality stickers, flashing face and belly, and floor stand. Stickers are constantly updated to meet demand.

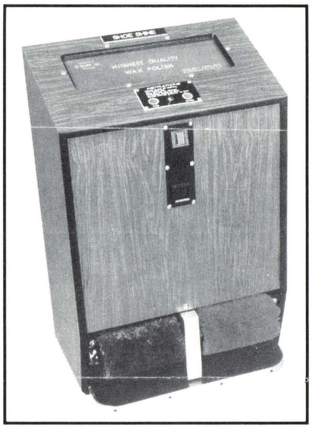
VEND-A-STICKER
VEND-A-STICKER

Vend-A-Sticker
National Entertainment Technologies

Four columns of stickers stacked two-high are featured on the front of this machine. Eight different selections can be vended. Features: large coin box, die-cut quality stickers, and all-mechanical operation (no electricity needed). It can be a floor stand or serve as a countertop.

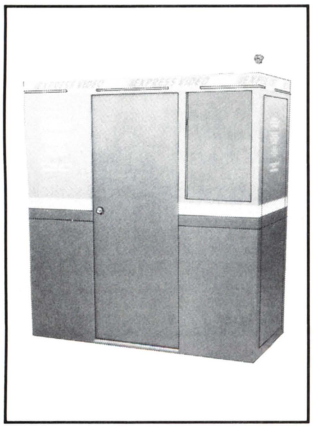
Masseuse
Northwest Manufacturing

A coin-op massage machine that requires only a three-foot by five-foot area. Features include adjustable pricing and timing, standard colors and optional colors, and it works on 110 volts. It is suitable for clubs, gyms, factories and offices, among other locations.



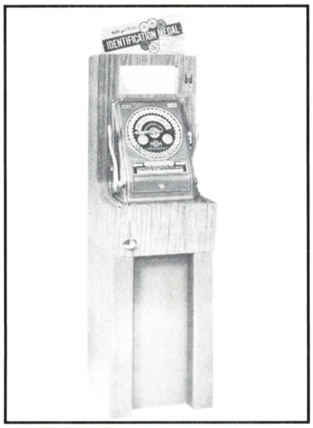
Model 180 Shoe Polisher
O-Sun

A coin-op shoe polishing machine that houses 13-ounce aerosol polish in brown, black, and neutral colors (the machine holds two colors). The cabinet has a commercial grade formica finish. Also available: the *Model 90 Shoe Polisher*.



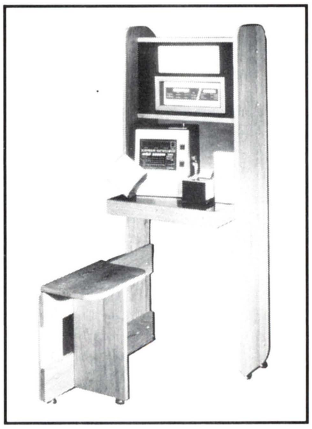
Express Video
Seel Novelties

A unit that offers a high-quality industrial video cassette recorder and tape, 14-inch high-resolution color monitor, CCD camera, stereo capability, color balanced lighting, bill validator for $1/$5 bills, either wide-angle or close-up lenses, and digital timer with LED readout.



Standard Metal Typer
Standard Metal Typer

Custom logos can be imprinted with this unit, in the center or both sides of an aluminum disc. It comes in either a natural finish (silver) or assorted finishes (blue, gold, red, and green). It operates on 25-cent vend and requires no electrical outlet.



BP 5000 and BP 5000DL
Tech Vend Marketing

A blood pressure and heart rate computer that gives a reading in less than a minute. It comes with solid oak sit-down booth and a supply of merchandising aids. The unit is best suited to pharmacies, health clubs, malls, and grocery stores.

PULSE METER I

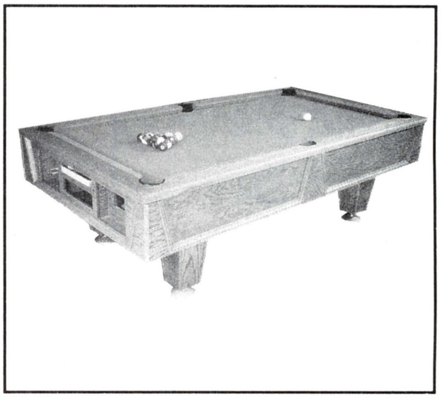
Pulse Meter
Tech Vend Marketing

An electronic pulse rate indicator, the machine operates on 25-cent vend, can be placed anywhere, and offers computer controlled minimal maintenance. Readings are accurate and reliable. Also available: *Stress Rate Computer, Physical Fitness Computer,* and other units.

Billiards

Bumpa Pool
American Shuffleboard
Features: All deluxe accessories, genuine Formica throughout, professional K-66 type rails, highest grade billiard cloth, guaranteed automatic ball return, exclusive "cue ball lock," tamper-proof cash box, and cheat-proof "feather-touch" coin chute mechanism.

The Classic
American Shuffleboard
Features: 38-1/2" by 54" by 31" high, 220 lbs. (domestic packed) or 285 lbs. (export packed), one set of 10 high-grade balls (five red, five white), two high-quality, 48" cue sticks, one chalk holder, one box of pool chalk, one rules sign, and extra tips, cement and cue clamp.



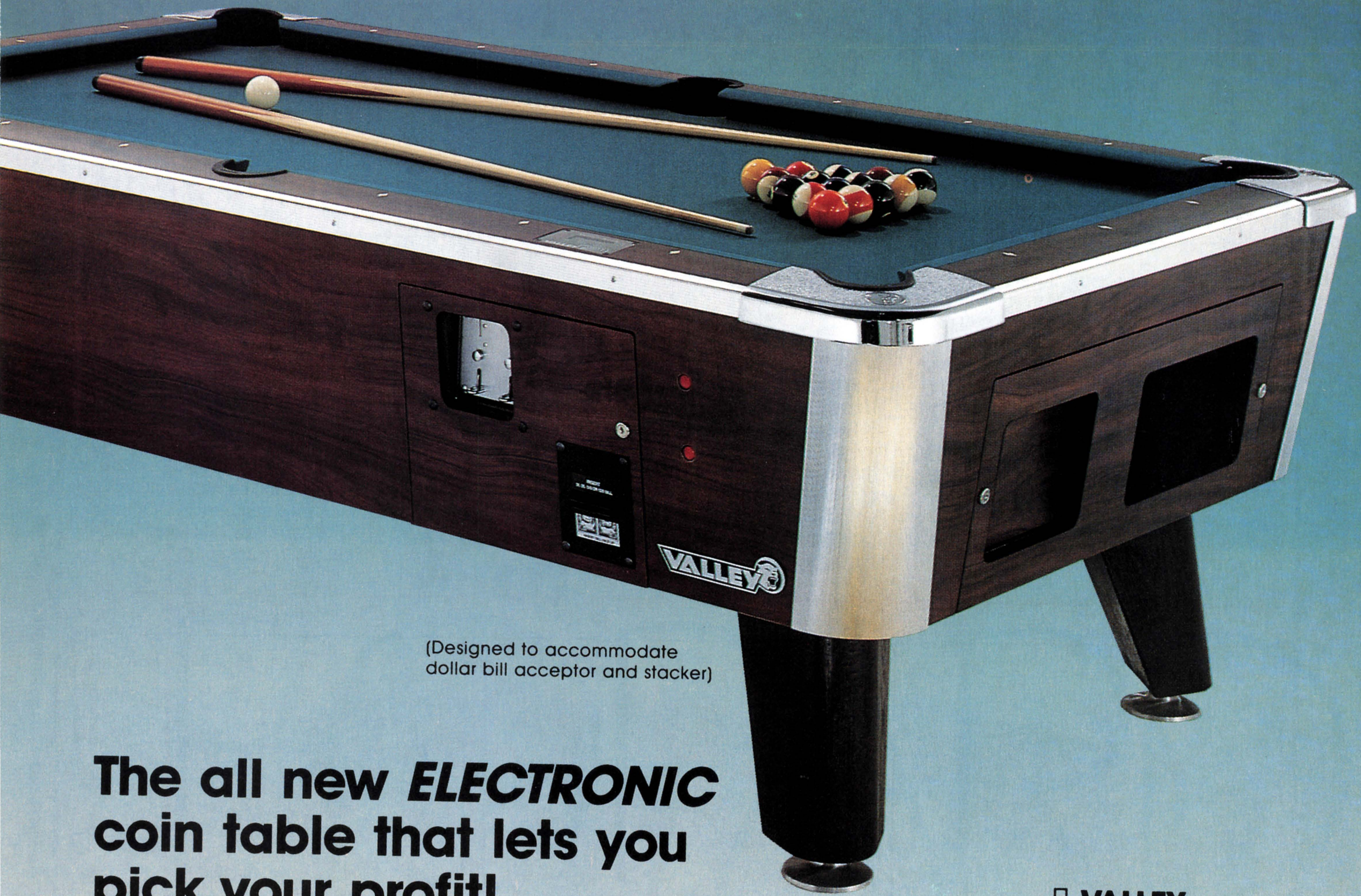
Royal Oak
Corner Pocket Billiard Supply
Features: Contemporary oak design; one-piece 7/8" slate bed; aluminum, heavy duty, adjustable leg levelers; cue ball separator; exclusive dump system featuring no electronics; counter balanced ball tray; and slide chute operation.

Dynamo Pool Table
Dynamo
Features: Availability in four sizes, modular coin box system, steel ball ramp, "Push Lok" plastic pocket liners, steel slate support system, polished chrome corners, standard interchangeable parts, plastic pocket ramp system, and plywood construction of floors/walls.

The Coin
Global Billiards
Features: Solid all-plywood construction with high-pressure Formica laminate, solid hardwood rails with full-size K-66 profile rubber cushions, a magnetic separator, an anti-cheat mechanism, one-lock sliding window, a trap door for removal of debris, and no chalk problems.

Old Timer
Global Billiards
Features: This has all of the same features as the standard Global Coin table; it comes in three sizes: 7'- 40" by 80"; 8'- 44" by 88"; and 9'- 50" by 100" (3 pc. 1" slate).

LEOPARD



(Designed to accommodate
dollar bill acceptor and stacker)

The all new *ELECTRONIC* coin table that lets you pick your profit!

- "Rack" Play
- "Time" Play
- "Rack/Time" Play

...*your* choice for *your* locations!

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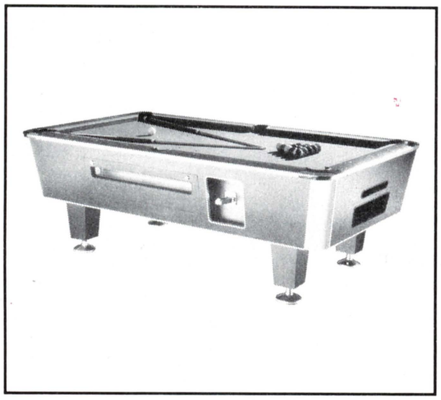
VALLEY

Billiards

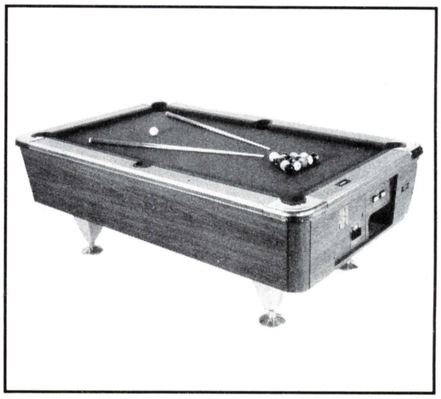


Pro Series Coin-Op Table
Murrey & Sons Co.

Features: New high tech design; polyethylene one-piece ball return system with magnetic 2-1/4'' and 2-3/8'' cue ball separator; solid hardwood and plywood construction; professional cushions and wool/nylon blended cloth; fully adjustable coin slot from 25 cents to $1 per game; separately keyed and locked metal cash drawer; solid hardwood pedestals with 6'' easy level leg adjusters; available in 3-1/2' by 7' or 4' by 8' size.

Series D
United Billiards Inc. (U.B.I.)

Features: ''Works-in-a-drawer,'' whereby the entire coin mechanism is housed in a drawer; all-plywood ''tongue and groove'' construction; slate supported from end to end; push chute adjustable to $1, with large locking cash box; steel, chrome-plated legs; four sizes: 6', 6-1/2', 7', and 8'.



Series E & T
United Billiards Inc. (U.B.I.)

Features: ''Electronic rack/time play'' allowing price and play modes to change automatically. Numerous other adjustments and features offer flexibility to the operator. Series T is a simpler version with rack only and without automatic adjustments. Both are available in 6-1/2', 7', and 8'. Operate on low current with optional bill acceptor.

Series S
United Billiards Inc. (U.B.I.)

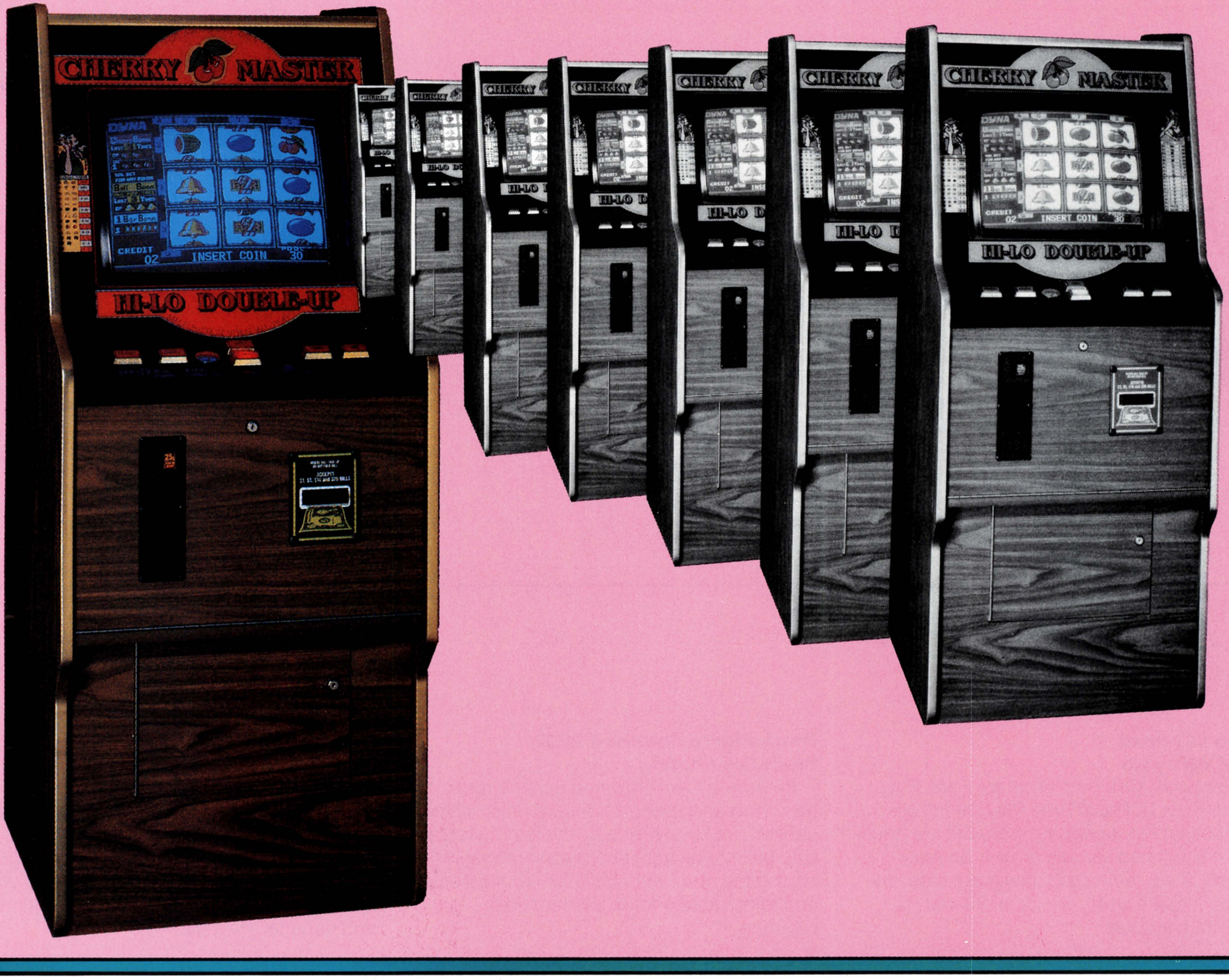
Features: ''Sideball viewer,'' with an option of magnetic or 2-3/8'' cueball; all of the same features as the Series D table, with the exception of the drawer; both tables use a solid, poplar wood top frame and cusion rails; three sizes: 6-1/2', 7', and 8'.

Bumper Pool
The Valley Co.

Features: Slate bed covered with genuine green billiard cloth, stainless steel corner caps, aluminum bumpers, rubber cushions, hardwood rails, legs with individual levelers, the feel of leather with a specially developed Pionite laminate, and ball return to the end of the table.

Cougar ZD-4
The Valley Co.

Features: Available in four sizes, redesigned coin chute, all-plywood cabinet, durable high-pressure laminate, coin mechanism adjustable to $1 play, reliable ball separator, one-piece Italian slate, end-to-end slate support system, and double reinforced fiberglass legs.



ACTION X8!

When we announced our "strip for action" Lucky 8 Line video game machine back in the Eighties, we really started something. Not only has the demand been tremendous, but it has now spurred the creation of **a full line of new-generation A&P machines for the Nineties:**

- **CHERRY MASTER**
- **AMAZING BELLS**
- **SUPER BELLS**
- **FARLONG**
- **ALL GHOSTS**
- **JOKER LINES**
- **BAR LINES**
- **ALL LINES**

Like Lucky 8 Line, these exciting new units feature intriguing sound, vivid graphics, a big screen, a sturdy and attractive cabinet and an equally attractive price tag.
And, we are the exclusive distributor!

Multiply your chances for outstanding profits – by contacting us for details . . .

Incidentally, if you are interested in a joint-venture, where we can either operate or distribute together, we are open minded people.

ATLANTIC & PACIFIC AMUSEMENT CORPORATION

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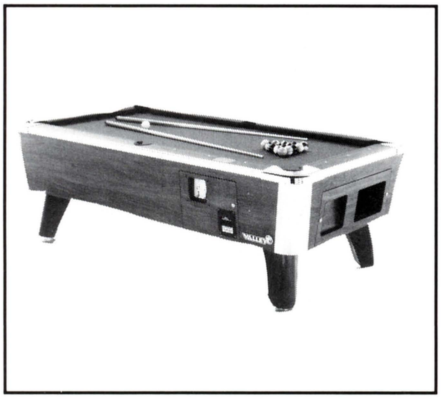
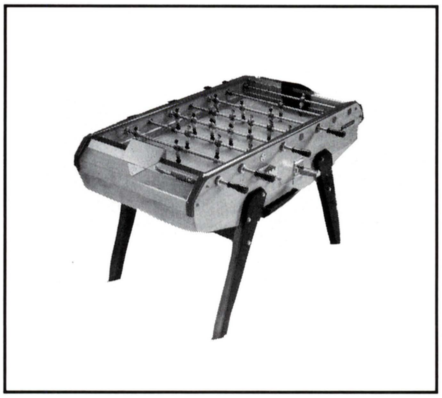
For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

Billiards, Foosball



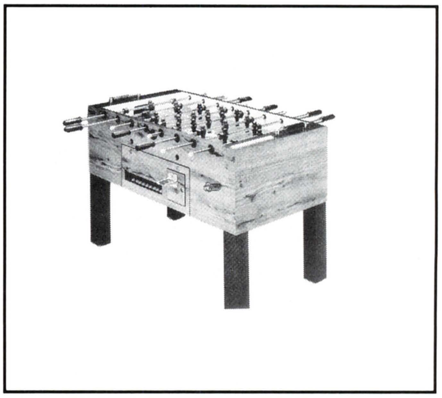
The Leopard
The Valley Co.

Features: Can be pre-set for Rack Play, Time Play, or Rack/Time Play for full adjustability; functional components are housed in a unitized service drawer for easy repair; also, reinforced fiberglass legs, imported Italian slate, choice of 93-inch or 101-inch models.



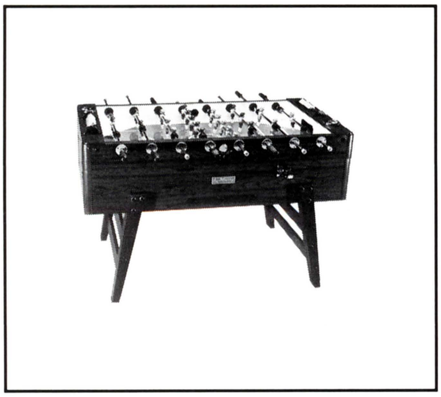
Rene Pierre Foosball 2000
Brady Distributing

Features: Hard chromed outside rods, hard varnished beech furniture finish of the cabinet, locking device by the latch, steel inside ball chute, light shock absorber springs, adjustable number of balls for each game, and removable gerflex base for easy cleaning.



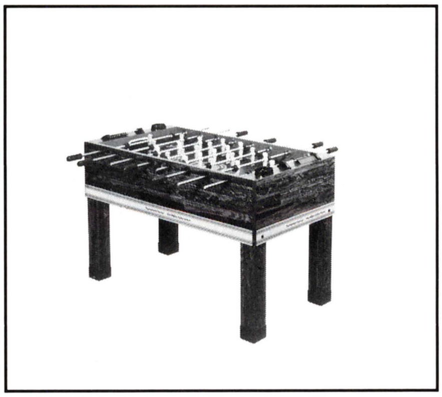
DS-3 Soccer Table
Dynamo

Features: Polypropylene playing figures for breakage resistance, a molded playfield constructed of high-pressure laminate, steel quick-glide rods, slide-out drawer, choice of nine or 11 balls, a molded ramp, a one-piece cabinet, and Dynamo-sponsored regional and national playoffs.



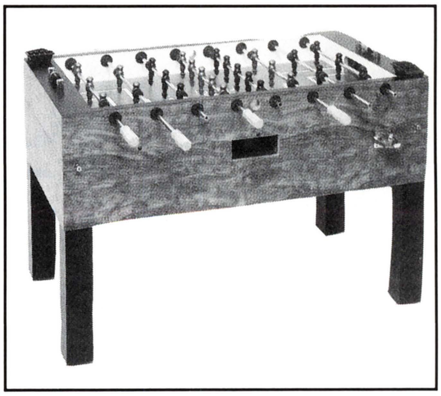
Indoor Soccer
Murrey & Sons

Features: Solid chrome-steel rods, tournament-size cabinet playfield, professional scoring device, chrome ash trays, rubber-handled grips, easy access ball return, genuine ABT coin slot (25 cents standard), special metered ball count mechanism, and non-slip rubber casters.



Tournament Soccer (coin-op)
Penn-Ray Sutra

Features: Easily-accessible scoring unit (made of unbreakable plastic); large easy-grip handles; a patented coin-op ball metering system; vends nine to 11 balls; black playfield; yellow and tan men; simulated walnut finish; ABT duplex coin chute.



The Standard
Tornado Table Soccer

Features: Long-lasting men, the "McCloud Split-Bearing," octagon handles, rubber bumpers, solid steel posts, stainless steel rods, hand-crafted fiberwood cabinet, high pressure laminate surface, three-man goalie, simple lock systems, and nine balls dispensed per game.

Air Hockey, Shuffleboard

Dynamo Air Hockey
Dynamo

Features: Heavy duty, long-wearing laminate top, premium blower and rail construction, player-approved goal size and table design, centerline for tournament play, deluxe mallets and pucks, electronic scoring with digital readout, twin drop coin chutes, and easy removal of goal for service.

Dynamo

Deluxe Air Hockey
Dynamo

Features: The features are the same as the *Dynamo Air Hockey* with the addition of a deluxe color package and overhead scoring to enhance player appeal.

SST-8 Table Hockey
Imagination Leisure

Features: Stainless steel top, twin drop coin chutes, solid state mechanism, automatic scoring with "game over" light, automatic puck return/puck lock-in at game's end, adjustable time, access doors to all parts of the game, safe cash box, 100 percent mica cabinet, and reinforced goals/frame.

Royal Bank Shot (9 ft.)
American Shuffleboard

Features: Compact size allows for easy fit in locations, pin-gate control to prevent free play, slick Dura-Lak finish, climatic adjusters to ensure a level playing surface, electric (digital) scoreboards, and kits for organizing tournaments or leagues.

Royal Cushion (9 and 12 ft.)
American Shuffleboard

Features: The 9 ft. has the same features as the 9 ft. Royal Bank Shot; the 12 ft. features a "horse collar game" where up to nine players score individually; adjustable pin-gate control for 15, 21 and 51 points; a Rail-Type Electric Scoreboard, and a full set of accessories.

Royal Longboard
American Shuffleboard

Features: Availability in 16-, 18-, 20-, and 22-foot sizes, pin-gate control, Dura-Lak finish, climatic adjusters, electric scoreboards, sparkler weights, tournament kits, a scoreboard lit by pedestal fluorescent lamps, and complete accessories and instructions.

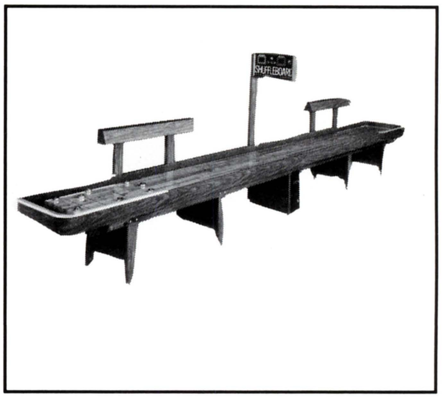
Shuffleboards, Misc. Table Games

Classic I & II
Classic Wood Products

Features: Constructed of birch and poplar with a hard maple top; curved steel-reinforced corners. Available in three sizes: 16-, 18-, and 22-feet long. The *Classic II* features are identical to the *Classic I* with the added feature of an electronic eye.

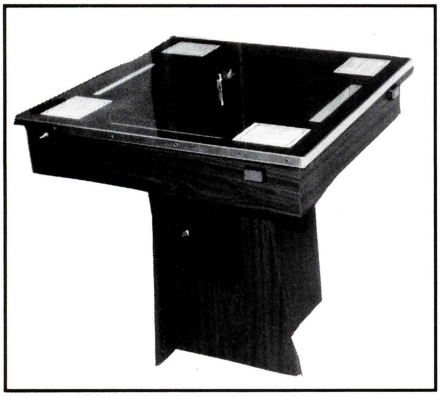
Dynamo Shuffleboard
Dynamo Corp.

Features: This new product from Dynamo will be available in October.



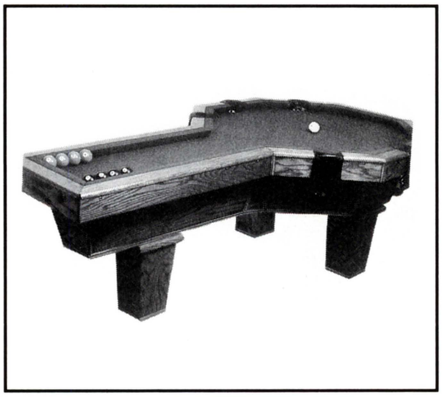
Playfair Grand Master Shuffleboard
Playfair Shuffleboard

Features: 3'' solid maple playing surface with silk-screened graphics, microprocessor controlled, over/under cash box doors, available without coin doors for time rental play or home use, and available in smaller 18' size. Customized options include black lacquered siding and a play-barrier control device to prevent free play.



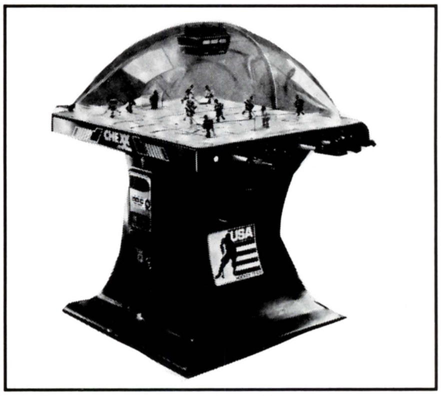
Rattle and Roll Table
Bush Electronics

Features: Up to four players can choose Poker-Dice or Liar's Poker; battery powered with the charge maintained by solar panels on the top of the table, needing just 75 watts of light overhead; 25 cents for 60 seconds; to spin the dice cage, players press the button on the edge of the table in quick motions to make the dice rattle and roll.



Bauchaa!!
Cortesi Research & Development

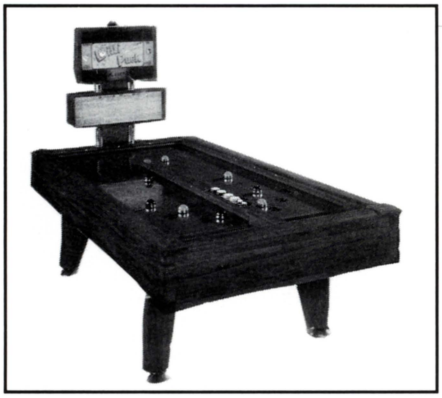
Features: Based on the ancient Italian game of boccie. Play indoors with balls similar to billiard balls. Game is 32'' high, 9'5'' long, and 54'' wide. Toss area is 4' long and 2' wide. Ball racks are built in.



Super Chexx
I.C.E.

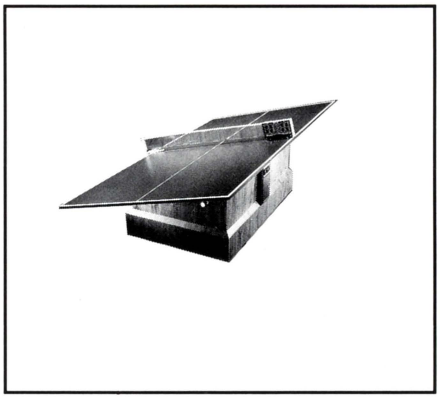
Features: Advanced version of the popular *Chexx* ice hockey game with a dome top, brightly colored heavy base cabinet, and dual coin mechs, designed for long life on location. Reconditioned original *Chexx* games also available.

Misc. Table Games



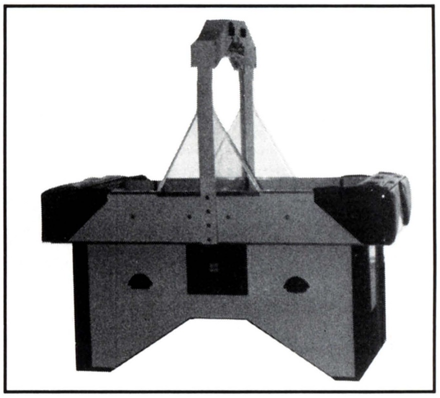
Billi Puck
National Sports Games

Features: Using the strategies of shuffleboard and billiards, the players bank the pucks around the center board to score points in the same manner as shuffleboard; the space saving table is ideal for league and tournament play; adjustable price and time settings; dual coin mechs.



Tournament Master
National Sports Games

Features: Two- to four-player coin operated table tennis keeps playing surface tilted until coins are inserted; regulation scoring is provided with a bright LED scoreboard; adjustable price and time settings; dual coin mechs; paddles and balls included; optional ball dispensing machine.



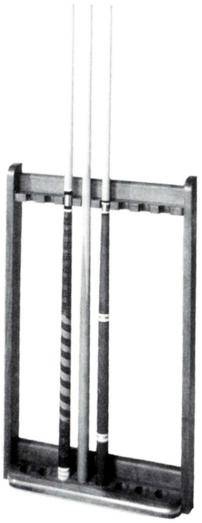
Rollerball
Rollerball Inc.

Features: A table game involving two-handed participation; the object is to score goals by propelling a one-inch steel ball into the opponent's goal; two wooden paddles per player, the ball, and three-by-five-foot playing surface; the paddles are used to defend three goals; working on a new low-cost design, with manual rather than automatic scoring.

SurGrip
Cue Racks

NO CLIPS TO MAR CUES!

NO TOP HOLES TO BREAK CUES OR KNOCK OFF TIPS!



Miracuously Holds Cue In Place

Available In 6, 8 or 12 Cue Models

in oak, walnut, & mahogany finish in wall & free-standing floor units.

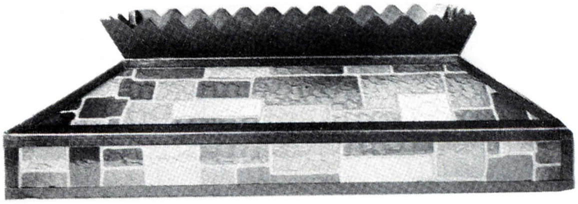
REASONABLY PRICED!

PAT. PENDING

LIGHT FIXTURES

Heavy gauge metal frames in wrought iron finish and colorful, durable plastic panels.

Engineered for long life and is available for regular ceiling hanging or 15 chain for use as a swagg light.



(May even help get you a location!)

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WRITE OR CALL FOR A COLOR BROCHURE

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GAME MANUFACTURERS (companies listed in alphabetical order)

A.C.S. Corp.
P.O. Box 25306
1339 Sassafras St.
Cincinnati, OH 45225
513/542-1000

Adastra
747 Sheridan Rd., –5D
Denver, CO 80215
303/231-9199
800/NET-HOOP
FAX: 303/238-3138

Adrian Enterprises
49 Radtko Ave.
Randolph, NJ 07869
201/377-6946

Air Check
P.O. Box 501
North Superior Ave.
Baraga, MI 49908
906/353-6090

Air Depot Inc.
1501 W. Campus Dr.
Unit L
Littleton, CA 80120
303/795-2146
800/327-5789

Air Vend Inc.
1370 Mandota Heights
Mandota Heights, MN 55120
612/454-0465
800/247-8363
FAX: 612/454-9542

Altec Mfg.
P.O. Box 20215
245 Vine St.
Suite A
Reno, NV 89503
702/323-2900
800/423-8779

Alter Enterprises
25 Dwight Place
Fairfield, NJ 07006
201/882-9866
FAX: 201/808-9612

Amavend Vending Systems
750 W. Cleveland Ave.
Suite A
P.O. Box 24
Fayetteville, AR 72702
501/443-6791

American Shuffleboard
210 Paterson Plank Rd.
Union City, NJ 07087
201/865-6633

AMTEC
#1 Executive Center
Ocean, NJ 07712
201/918-0300
800/888-0901
FAX: 201/918-0501

Astro Vision
145 Bentley Ave.
Unit 9
Nepean, Ontario,
Canada K2E 6T7
613/226-7515

AVS Systems
2016 E. Randol Mill
#404
Arlington, TX 76011
817/261-5290

Bay Tek
1077 Sunlite Dr.
Oneida, WI 54155
414/822-3951
FAX: 414/822-8936

Bean Industries
10545 W. Glenbrook
Milwaukee, WI 53224
414/354-9669
FAX: 414/354-3161

Betson Enterprises
6 Empire Blvd.
Moonachie, NJ 07074
201/440-2200
800/524-2342
FAX: 201/440-4463

R.H. Belam
Nassau Plaza
1 Fulton Ave.
Hempstead, NY 11550
516/292-2670
FAX: 516/486-0957

Bob's Space Racers
427 15th St.
Daytona Beach, FL 32117
904/677-0761
FAX: 904/677-0794

Brady Distributing
4308 Wilmont Rd.
Charlotte, NC 28208
704/357-6284
FAX: 704/357-1243

Bush Electronics
5359 Dixie Hwy.
Saginaw, MI 48601
517/777-8490
FAX: 517/777-8140

Carousel International
P.O. Box 307
Eldon, MO 65026
314/392-7122
800/325-3353
FAX: 314/392-7125

Classic Creations
10011 Route 88
Garrettsville, OH 44231
216/527-2926
FAX: 216/527-5301

Classic Wood Products
R.R. 9 Road 100S
Columbia City, IN 46725
219/248-2958
800/837-2958

Coastal Amusement Dist.
601 Prospect St.
Lakewood, NJ 08701
201/905-6663
FAX: 201/363-6329

Coin Concepts
12 Edgeboro Rd.
Unit 4
East Brunswick, NJ 08816
201/390-9009
800/462-COIN
FAX: 201/390-3373

Communidyne
636 Anthony Trail
Northbrook, IL 60062
708/498-2444
800/562-5200 ext: 636
FAX: 708/498-6369

Corner Pocket Billiard Supply
134 Regal St.
Billings, MT 59101
406/259-4898

Cortesi Research & Development
P.O. Box 121
Arcola, MS 38722
601/332-3258

Design Plus Industries
737 E. Marrietta Ave.
Peoria Heights, IL 61614
309/682-9359
800/541-1288
FAX: 309/682-9394

Doyle & Associates
P.O. Drawer 49467
Sarasota, FL 34230
813/351-2835
800/237-2254
FAX: 813/351-8357

Drew's Distributing
120 S.W. Drive
Spartanburg, SC 29301
803/574-0162
FAX: 803/574-7680

Dudley's Kiddie Amusements
P.O. Box 556
Florence, MS 39073
601/845-7501

Dynamo Corp.
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
817/284-0114
800/527-6054
FAX: 817/284-7606

Eurolink
7439 LaPalma
Suite 270
Buena Park, CA 90620
714/739-1010
FAX: 714/522-3948

F.A.B. Electronics Co.
1 Vanderbilt Ave.
Pleasantville, NY 10570
914/769-5104
FAX: 914/769-0405

Games for Gain
1431 W. Fry St.
Chicago, IL 60622
312/733-1755

BUYER'S GUIDE INDEX

Global Billiards
1263 W. 132nd St.
Gardena, CA 90247
213/327-0562
FAX: 213/327-3816

Grayhound Electronics
Rt. 37 & Germania Station Rd.
Toms River, NJ 08753
201/341-5200
800/222-0491
FAX: 201/341-6560

I.C.E.
1501 Kensington Ave.
Buffalo, NY 14215
716/833-0481
800/342-3433
FAX: 716/833-1342

Imagination Leisure
251 Dixon Ave.
Amityville, NY 11701
516/842-4242
FAX: 516/842-0532

Innovative Industries
2605 Grand Ave.
Carthage, MO 64836
417/358-6891
800/344-7467
FAX: 417/358-1849

Johnston Products
P.O. Box 458
627 16th Ave.
East Moline, IL 61244
309/755-5021
800/447-6768
800/747-1144 (in IL)

Kiddies of Florida
8034 W. 21st Court
Hialeah, FL 33016
305/556-2373
800/543-3437
FAX: 305/556-1195

Kiddie Rides USA
604 Main St.
Davenport, IA 52807
319/326-6467
800/448-6888

Kiddies Rides & More
8024 W. 21st Ct.
Hialeah, FL 33016
305/557-8356

Kramer Mfg.
1650 Oak St.
Lakewood, NJ 08701
201/367-7810
800/631-2126
FAX: 201/367-3684

Lazer-Tron Corp.
7042 B Commerce Circle
Pleasanton, CA 94566
415/460-0873
FAX: 415/460-0365

Mayoni Enterprises
10340 Glen Oaks Blvd.
Pacoima, CA 91331
818/899-2488
800/345-1183
FAX: 818/899-0152

Meltec
1550 B Las Plumas Ave.
San Jose, CA 95133
408/923-1302
FAX: 408/923-0835

Miracle Recreation
P.O. Box 275
Grinnell, IA 50112
417/235-6917
FAX: 417/235-3551

Mr. Vend
9588 Topanga Canyon Blvd.
Chatsworth, CA 91311
818/718-6061
800/877-VEND
FAX: 818/718-0712

Mike Munves Corp.
2141 Relyea Place
New Rochelle, NY 10801
914/636-5003
212/279-6677

Murray & Sons
14150 S. Figueroa St.
Los Angeles, CA 90061
213/321-5161
FAX: 213/217-0504

National Entertainment Technologies
State Hwy. 38 East
P.O. Box 648
Marshfield, MO 65706
417/468-2900
800/458-4116

National Sports Games
1711 W. Rose Garden Lane
Suites 4,5,6
Phoenix, AZ 85027
602/780-0112
FAX: 602/780-0331

The Norton Co.
4910 W. Linebaugh Ave.
Tampa, FL 33624
813/962-4012

O-Sun Corp.
P.O. Box 334
Mequon, WI 53092
414/242-6200

Penn-Ray Sutra Corp.
P.O. Box 1088
3161 A State Road
Bensalem, PA 19020
215/638-4720
800/523-8934

Perceptive Resources
2001 Cattleman Rd.
Unit JJ
Sarasota, FL 34232
813/379-9100
FAX: 813/378-5729

Playfair Shuffleboard
7021 Bluffton Rd.
Ft. Wayne, IN 46819
219/747-7288
800/541-3743
FAX: 219/747-0470

PMI Toys & Novelties
4310 Tejasco
San Antonio, TX 78218
512/829-4666
800/562-5266
800/638-3833 (in TX)

Pop-A-Shot
1050 East Pacific
Salina, KS 67401
913/827-6229
FAX: 913/827-6336

Quality Mfg. Co.
13334 64th Ave.
Surrey, B.C.
Canada V3W 1X9
604/594-4274

Rainbow Amusements
114 Roseville Rd.
West Port, CT 06880
203/454-2179
FAX: 203/454-2584

Roller Ball
2829 S. Memphis St.
Aurora, CO 80013
303/693-4978

Roth Novelty
333 N. Pennsylvania
Wilkes-Barre, PA 18702
717/824-9994
800/432-8030
FAX: 717/829-4441

Seel Novelties
18 Sunny View Dr.
St. Peters, MO 63376
314/278-5943

Seidel Amusement
P.O. Box 11162
Albuquerque, NM 87192
505/298-6994
FAX: 505/291-0052

Skee-Ball Inc.
8th & Maple Streets
Lansdale, PA 19446
215/362-0300
FAX: 215/362-0569

Smart Industries
1626 Delaware Ave.
Des Moines, IA 50317
515/265-9900
800/553-2442
FAX: 515/265-3148

SMS Mfg.
601 Prospect St.
Lakewood, NJ 08701
201/370-3030
800/221-0138
FAX: 201/363-6329

Standard Metal Typer
3725 No. Talman Ave.
Chicago, IL 60618
312/935-8295
800/782-1100

Tech Vending Marketing
77 Accord Park Dr.
Norwell, MA 02061
617/878-7330
800/554-4325
FAX: 617/871-2656

U.B.I.
51 Progress St.
P.O. Box 37
Union, NJ 07083
201/686-7030
800/526-0080
FAX: 201/686-1518

Valley Recreation Products
333 Morton St.
Bay City, MI 48706
517/892-4536
800/248-2837
FAX: 517/892-6513

Wedges/Ledges
123 International Boardwalk
Redondo Beach, CA 90277
213/374-9982
FAX: 213/374-2387

Williams Electronics
3401 N. California Ave.
Chicago, IL 60618
312/267-2240
FAX: 312/267-8435

Yankee Games
2122 Northwestern Ave.
Chicago, IL 60647
312/276-5005
FAX: 312/276-9752

Zamperla
49 Fanny Rd.
P.O. Box 5545
Parsippany, NJ 07054
201/334-8133
800/888-8878
FAX: 201/334-6880

Zytronics
8823 S.W. 129 Terrace
Miami, FL 33176
305/251-3775

MERCHANDISER SUPPLIES (listed in alphabetical order)

A & A Company
1930 Greenspring Dr.
Timonium, MD 21093
301/252-1020
800/638-6000
FAX: 301/252-7137
Product Line: capsules, eggs,

A & G Distributing Co.
1321 S. 30th Ave.
Hollywood, FL 33020
305/923-5815
800/228-0925
FAX: 305/923-5894
Product Line: plush, pre-packs

A.L.D. Services, Inc.
519B Rudder Rd.
St. Louis, MO 63026
314/349-5050
800/77P-LUSH
FAX: 314/349-5137
Product Line: plush, and pre-packs

Accessories Unlimited, Inc.
922 Waukegan Rd.
Glenview, IL 60025
708/724-2900
Product Line: crane and rotary supplies and jewelry

Ace Novelty Co.
3815 S. Ashland
Chicago, IL 60609
312/847-2600
800/621-1570
FAX: 312/847-7942

1855 Industrial St.
Los Angeles, CA 90021
213/626-0500
800/421-4226
FAX: 213/625-0743

13434 NE 16th St.
Bellevue, WA 98005
206/644-1820
800/759-1223
FAX: 206/641-0195
604/299-7511 (Canada)

Sussex, England, England
Phone: 011-44-902-46763
FAX: 011-44-902-47652
Product Line: crane and rotary merchandise

Acme Premium Supply Corp.
4100 Forest Park Blvd.
St. Louis, MO 63108
314/531-8880
800/325-7888
FAX: 314/531-2106
Product Line: crane and rotary merchandise

B & C TOYS
Route 37 and
Germania Station Rd.
Toms River, NJ 08753
201/341-5200
800/222-0491
Product Line: stuffed toys for skill crane and amusement industry, pre mixes and bulk sales

Best Manufacturing Co.
914 E. Moreland Blvd., (Hwy. 18)
Waukesha, WI 53186
414/547-5051
800/962-4486
FAX: 414/547-0905
Product Line: plush for cranes and redemption

Betatron Corporation
1422 S. Southeast
Loop 323
Tyler, TX 75701
214/593-8208
Product Line: crane and rotary merchandise

Bonita Marie Co.
1555 Rt. 37 West, Suite 6
Toms River, NJ 08755
201/349-1994
Product Line: manufacture jewelry and crane capsule; other crane and rotary merchandise also available

Brady Novelty
P. O. Box 19269
Charlotte, NC 28219
704/357-6284
800/451-8697
FAX: 704/357-1243
Product line: Jumbo and regular crane prepacks, Rotary prepacks, specialty prepacks, plastic products, Clean Novelty goods, Skee-ball/gameroom redemption goods

Dan Brechner & Co.
31 Stewart Street
Floral Park, NY 11001
516/437-8400
800/645-8142
FAX: 516-352-1744
Product Line: merchandise for cranes, rotaries and redemption equipment

Button Master
P. O. Box 129
Bridgeport, PA 19405
215/277-1966
800/523-1197
Product Line: rock 'n roll artist buttons assortments for cranes and rotaries

C. O. T., Inc.
597 E. Crosstimbers
Houston, TX 77022
713/695-4220
FAX: 713/695-1145
Product Line: toy/plush sales; merchandising

Carousel Industries, Inc.
1757 Winthrop Dr.
Des Plaines, IL 60018
708/390-9030
800/ILU-VGUM
FAX: 708/298-1515
Product Line: incentive premium systems, crane merchandise, gumballs

Coast to Coast Amusement Game Dist.
503 Giuseppe Ct.
Suite – 5
Roseville, CA 95678
916/722-1147
800/752-9879
FAX: 916/784-6887
Product Line: plush prepacks, vintage slot machines

Creative Products Manufacturing Co.
946 Seneca St.
Bethlehem, PA 18015
215/866-2001
800/527-6685
FAX: 215/866-8312
Product Line: gag gifts for cranes and practical jokes

Davis Music Co., Inc.
3515 McCrays Mill Rd
Sumter, SC 29154
803/494-3333
Product Line: nylon carrying bags for plush toys

Debbie's Amusements
990 East Rogers Circle
Bldg. #3
Boca Raton, FL 33487
407/241-1351
800/446-4569
FAX: 407/241-1356
Product Line: plush and novelty supplies for crane and redemption equipment

Wonderland Toys, Inc.
360 Warren Street
Jersey City, NJ 07302
201/656-0480
FAX: 201/656-0783
Product Line: stuffed toys for cranes and games

Frey & Frey Enterprises, Ltd.
186 Park Lane
Middle Island, NY 11953
516/924-8574
Product Line: jewelry & novelty in 2.5" and 3.5" plastic cases

Grayhound Electronics
Route 37 & Germania Station Rd.
Toms River, NJ 08753
201/341-5200
800/222-0491
FAX: 201/341-6560
Product Lines: stuffed toys, pre mixes for skill crane industry regular, premium, jumbo packs

Hayes Specialties Corp.
1761 East Genesee
Saginaw, MI 48601
517/755-6541
800/248-3603
FAX: 517/755-2341
Product Line: cranes and rotary merchandise

HMS Monaco
135 West 20th St.
New York, NY 10011
212/691-9000
800/777-0901
FAX: 212/727-1382
Product Line: package costume jewelry for use in crane, rotary and redemption equipment; full line of watches packaged for use in crane and rotary machines

Hollywood Creations, Co.
135 W. 20th St.
New York, NY 10011
212/924-2122
Product Line: crane, novelty and rotary supplies; novelty pack for bars and lounges

Hurricane Sales
279 Locust Ave.
Peekskill, NY 10566
914/739-9095
Product Line: cranes and rotary supplies

Impressment Plus, Inc.
6217 Factory Raod
Crystal Lake, IL 60014
815/455-2031
800/441-5769
FAX: 815/455-2074
Product Line: plush and plastic toys and boxed jewelry for cranes 4" to 6 1/2'

Jaisy, Inc.
(formerly Salkin & Assoc.)
227 Broadway
Santa Monica, CA 90401
213/395-3490
800/736-TOYS
FAX: 213-394-8516
Product Line: promotional stuffed toys-crane specialties

Kang's Enterprise, Inc.
530 Washington St.
Johnstown, PA 15901
814/536-7622
800/622-5443
Product Line: plush toys and novelties

Laramie Interests, Inc.
3635 Willowbend Blvd.
Suite 318
Houston, TX 77054
713/723-2809
800/521-8697
800/237-5874
Product Line: custom plush assortments

Leo's Amusement Supply
112 Lakeside
Knoxville, TN 37914
615/525-1297
800/251-9192
Product Line: merchandiser supplies

Li'l Mort Sales, Inc.
4141 W. Belmont
Chicago, IL 60641
312/545-4141
800/LIL-MORT
Product Line: novelty supplies for crane operators and vendors

Marvel Trading Co.
200 Fifth Ave.
Suite 302 New York, NY 10010
212/675-3113
FAX: 212/243-6401
Product Line: crane and rotary merchandise

Merchandise International
91-246 Oihana St.
Ewa Beach, HI 96707
808/682-2821
800/537-BEAR
FAX: 808/682-4016
Product Line: crane and rotary merchandise

Nadel & Sons Toy Corp.
915 Broadway
New York, NY 10010
212/254-1677
800/234-4697
FAX: 212/505-7160
Product line: a full line of merchandise for cranes, rotaries, and other vending machines and redemption

Nancy Sales Co.
22 Willow street
Chelsea, MA 82150
617/884-1700
800/626-2947
FAX: 617/884-0171
Product Line: crane, rotary, mid-way games, and redemption prize merchandise, consisting of both plush and hard goods. For 1990 will have the license for Hanna-Barbera plush and hard goods, including The Flintstones and The Jetsons.

Oriental Trading Co., Inc.
4206 South 108th St.
Omaha, NE 68137
402/331-5511
800/228-2269
Product Line: crane, novelties, toys and rotary merchandise

P.M.I. Toys & Novelties
4310 Tejasco
San Antonio, TX 78218
512/829-4666
800/562-5266
800/ 638-3833 TX/-Dallas office
FAX: 512/824-6565
Product Line: plush animals for cranes

Pachinko Palace
8853 Wilbur Ave.
North Ridge, CA 91324
818/772-0393
Product Line: plush supplies

Pearson Products Inc.
4309 Earhart Blvd.
New Orleans, LA 70125
504/822-6054
800/969-PLUS
FAX: 504/821-8508
Product Line: crane, novelty, and rotary supplies; lounge promotion paks, plusating adult items, player appeal prepaks, holiday and special event paks

Plush 4 Play
15661 Producer Lane
Suite M
Huntington Beach, CA 92649
714/893-8099
800/25C-ENTS
800/252-3687 (in CA)
Product Line: plush toys; kids' novelties and toys; adult bar novelties; adult novelties risque and non-risque; pre-paks; bulk

Prizes!
5452 McFadden Ave.
Huntington Beach, CA 92649
800/992-2388
FAX: 714/ 897-5260
Product Line: merchandise for cranes

Quality Plush
430 Main St.
Jefferson, LA 70121
504/833-8432
800/458-4354
FAX: 504/833-8448
Product Line: assorted plush, balloon stuffers, and retail

Rosette Inc.
P. O. Box 2325
Bala Cynwyd, PA 19004
215/668-8392
800/426-6665
Product Line: crane and rotary merchandise

Soft Things, Inc.
55 Franklin Avenue
Brooklyn, NY 11205
718/624-3448
FAX: 718/625-3407
Product Line: crane and rotary merchandise; carnival line

S.O.S. Good Stuff Corp
47-00 33rd Street
Long Island City, NY 11101
718/937-3333
FAX: 718/937-1037
Product Line: quality stuffed animals for the crane industry

Specialty Mfg., Ltd.
4660 Dawson Street
Burnaby, B.C.
Canada V5C 4C3,
Canada 604/229-7511
FAX: 604/299-6761
Product Line: crane and rotary merchandise

Star Track
148 Allen Blvd.
Farmingdale, NY 11735
(800) 733-5013

Store Enterprises, Inc.
251 W. Holbrook Dr.
Wheeling, IL 60090
708/541-3350
800/733-7767
FAX: 708/541-9271
Product Line: bulk and capsuled toys for crane and novelty games

Superior Toy & Novelty Corp.
1117 W. 8th St.
Kansas City, MO 64101
816/842-2653
800/821-7565
FAX: 816/472-0676
Product Line: crane and rotary merchandise

Talking Vendor
P.O. Box 326
Chatham, Ontario
Canada N7M-5K4
(519) 351-2181

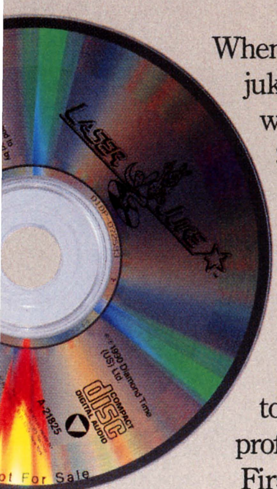
Terminal Amusement Co., Inc.
301 W. Clinton Ave.
Oaklyn, NJ 08107
609/854-2100
800/544-4388
Product Line: watches, lighters, jewelry, plush toys, novelties, jukeboxes, pinballs, videos

Toy House
612 N. Rampart St.
New Orleans, LA 70112
504/524-8822
800/343-9990
Product Line: plush toys; pre-packs

United Distributors Co
420 So. Seneca St.
Box 1995
Wichita, KS 67213
316/263-6181
Product Line: crane and rotary merchandise

HOW PIONEER TURNED THE JUKEBOX INTO A CASH BOX.

$10 QUARTERS
$10 QUARTERS
$100



When it comes to jukeboxes, music is where the money is. So Pioneer started out with a mission: to create the industry's first CD juke and compilation disc program designed to increase your profits.

First, we lowered your hardware costs by eliminating features you may not require and making others optional. Second, by reducing the CD capacity to 18, 36 or 54 discs, we dramatically lowered your software costs. And third, we introduced an exclusive compilation disc software program designed to keep your jukebox playing non-stop and your profits rolling in. Lower hardware cost, lower software cost and higher revenues are a pretty hard combination to beat.

At last, you can tune into bigger juke profits with our exclusive software program, featuring the songs people really play...hits, lots of hits, and more hits. It's a "cash box" bonanza full of evergreens and top chart selections, each recorded by the original artist.

And the hits will keep on coming! Each month Pioneer will release at least one new compilation disc containing 15 new hits or all-time favorites. And the price...as low as one-third the cost per hit compared to conventional albums.

It's a collection worth a fortune. Especially when you consider how much revenue a juke that plays only hits can bring. But then, this is a lot of juke.

Made and assembled by Pioneer, this music box was developed by the world's foremost name in sound and laser technology. It's enhanced by a host of features to keep them coming back for more and leave you smiling all the way to the bank.

LASER JUKE
COMPACT DISC JUKEBOX
PIONEER
LASER JUKE
CD changer
COMPACT DISC JUKEBOX

All the way from its state-of-the-art digital circuitry to its incredible 4-way, 8-speaker sound design, this CD juke is solid Pioneer. Which means it's second to none in performance and value.

Then, there's the look. Pioneer has reshaped its CD juke to feature contemporary lines and compact design. An eye-catching menu has been added, with an easy-to-read, rotating list of artists and titles. And it takes coins as well as one and five dollar bills.

To back it all up, we offer the industry's largest service network with over 120 service centers, nationwide.

To cash in on our cash box, call 213-PIONEER for the distributor nearest you. After all, it's one of the industry's best business opportunities to come along in more than 100 years.

LASER JUKE™

PIONEER
The future of sound and vision.

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Plenty of doings at PAMMA show

Deep in the heart of Amish country, in the city of Lancaster, the Pennsylvania Amusement and Music Machine Association (PAMMA) held its annual convention and trade show in mid-July.

The show featured an industry firing line moderated by Sharon Harris of Stan Harris & Co. and included Gil Pollock of Premier; Jack Kerner, AMOA president; Bob Mills of Arachnid; Peter Feuer of Merit; and Chris Brady of Dynamo. Sharon also filled the audience in on the International Flipper Pinball Association (IFPA) and its plans.

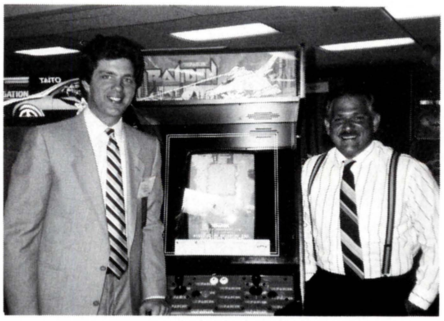
A legislation seminar focused on the progress of HB2300 to legalize video poker machines. A general membership meeting was held during a luncheon. The banquet featured an Amish comedian and a raffle, which was won by board director Russ Warner of Warner's Coin Machine.

Sharon presented the ''Coin Operator of the Year'' to Fred Wood. ☐

Betson's John Margold (r) welcomes AMOA president Jack Kerner and his wife Shirley.

Gottlieb
VEGAS

Harvey Fischer (l), Stan Harris, and Sharon Harris with Gil Pollock and Dan Clarton (r) of Premier with *Vegas*, Premier's latest.



Drew Maniscalco of Fabtek with his company's new *Rai Den* game. The handsome guy with the colorful suspenders is Atlas's Lou Larson.

Operator Steve Milillo and his wife Dawn chat with Roth Novelties' Len Lucas (r).

DRIBBLES
JR.
BASKETBALL

Betson's chief technician, Bill Seibert (l), demonstrates *Dribbles* basketball to Patrick Rooney of the 49th Street Galleria.

Sega's John Hill proudly displays the kit *Columns* to Active's Don Brenner.

GUMBALL RALLY

Gerry Boyle of Active Amusements (l) and Atari's Jim Newlander talk over old times in front of *Gumball Rally*.

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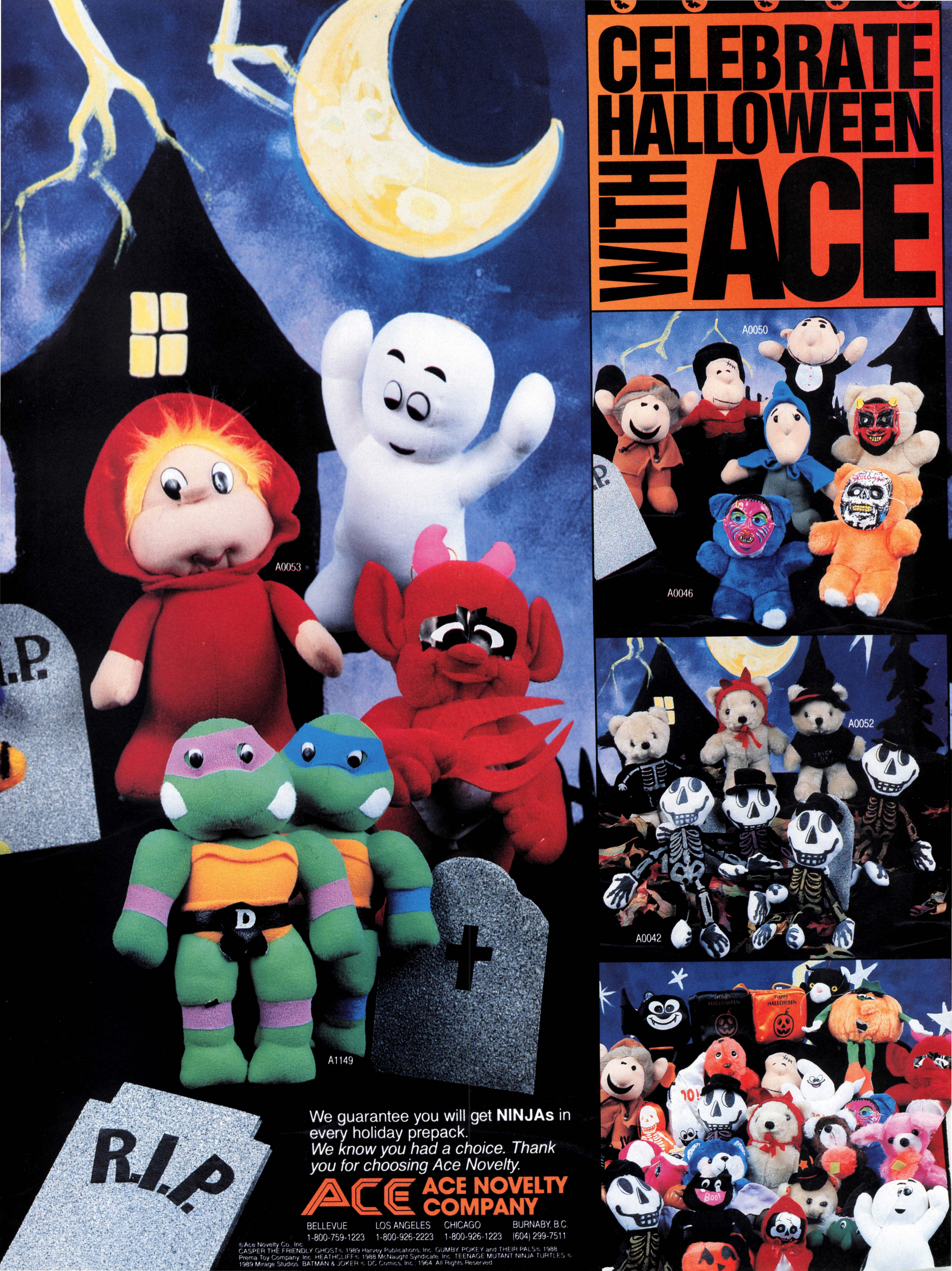
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Dedication Plus... at Design Plus

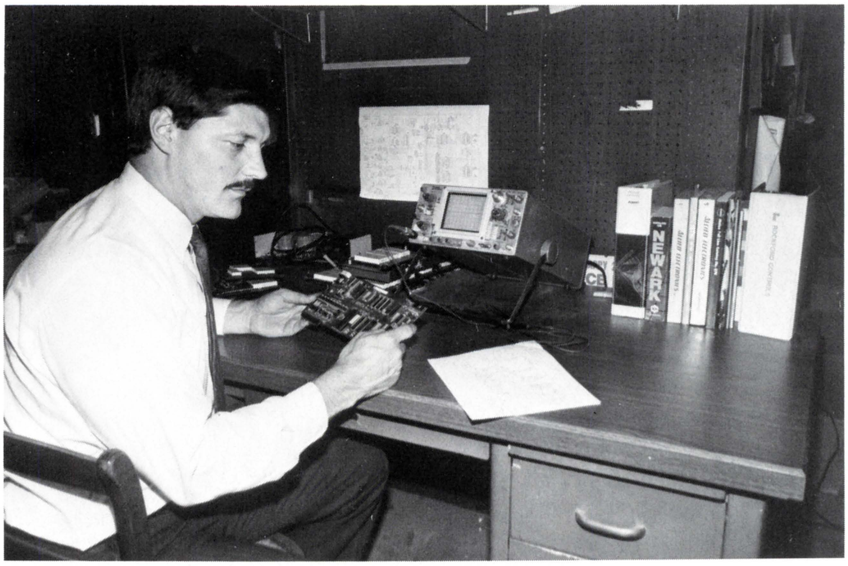
Back in 1987 Mike and Diane Seibert were growing restless with their retail furniture business. Always willing to take a chance, the Seiberts sold their stores and started looking for a new challenge. And with that move Design Plus, the company that manufactures the successful basketball games *Quick Shot 4-play* and *Bozo*, was born.

The Seiberts are a dynamic husband and wife team with the enthusiasm and guts it takes to move into territory as unfamiliar as amusements and turn it into a success. Looking back, it seems that the Seiberts were destined for this business. ''Mike grew up in a manufacturing family; manufacturing is in his blood. And sales is in mine,'' Diane explained. ''It's the perfect combination for the business.''

But how did they get started? Diane explains that through a complex network of friends and acquaintances, they learned of the potential in amusements. A good friend, pro basketball coach Dick Versace, got them interested in the basketball skill game market. ''Mike's a designer,'' Diane said. ''We knew we could design a better basketball skill game.''

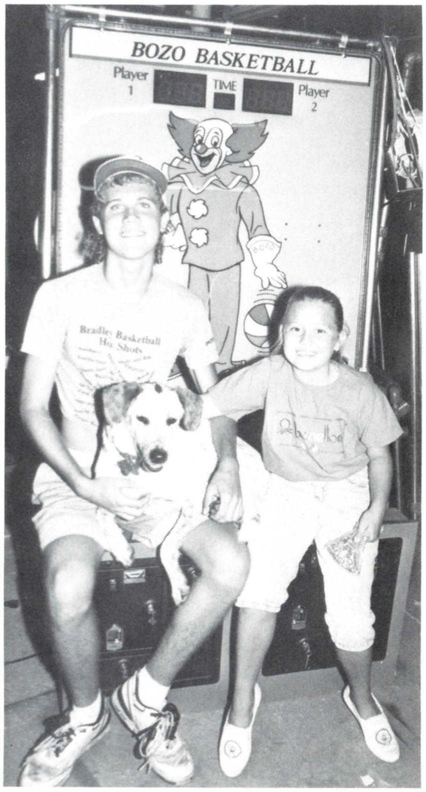
Mike and Diane remember their humble beginnings. ''The first show we ever attended with *Quick Shot* was AMOA '87. We were stuck on a back wall with a prototype game. Nobody knew who we were or what our game could do,'' Diane recalls.

Office manager Vicki Mesecher.



Jerry Johnson, the hardware expert.

But success wasn't far behind. *Quick Shot 4-Play* now is used in all Illinois state association basketball tournaments. They are redesigning and modifying *Quick Shot* to fit a wide variety of locations. "We're working with the marketplace to fit its needs," Diane said.



Mike and Diane's children, Ty and Laurie, who work at the plant parttime, are here with Katie, the mascot.

In keeping with this philosophy, the Seiberts introduced *Bozo* basketball in single- and double-hoop versions designed for the younger players. "All of us saw the need for a children's basketball game," Mike explained. "Every kid knows Bozo. Word of mouth has been tremendous."

The Seiberts point out that the real key to their success is their staff. "It's a real team effort," Diane explained of the staff that has quadrupled in size. Design Plus is virtually a complete in-house operation. "Our engineering team of Jerry Johnson in hardware and Clay Seaton in software is amazing. They are people who can take ideas we throw at them and come up with a workable product. It reminds me of a quote I once heard, 'A great game is not designed; it evolves,'" Mike said.

BOZO BASKETBALL
Quik Shot

The whole crew: Front row, l-r: Laurie Seibert, Vicki Mesecher, Bruce Roxby, Arleen Smith, and Jackie Myers. Back row, l-r: Mike, Diane, Jerry Johnson, Red Engel, Leonard Smith, Ty Seibert, Roger Smick. (Bob Martinson and Clay Seaton were on vacation.)

Factory Manager, Arleen Smith, checking out an electronic board.

The Design Plus electronic crew "stuffing" electronic circuit boards.

Another key player is office manager Vicki Mesecher. "Vicki has been with us eight years, way before there was a Design Plus," explains Diane. "Without Vicki I'm sure we would have to shut down! This is the woman who runs the company when we're out promoting product."

In addition, Diane and Mike credit factory manager Arleen Smith with keeping things running smoothly in the production area.

It's obvious that this tight-knit group is dedicated to the success of their product. They're the first to admit that getting where they are hasn't been an easy trip. "We struggled, we made mistakes, but we persevered and are still here," Diane said. ☐

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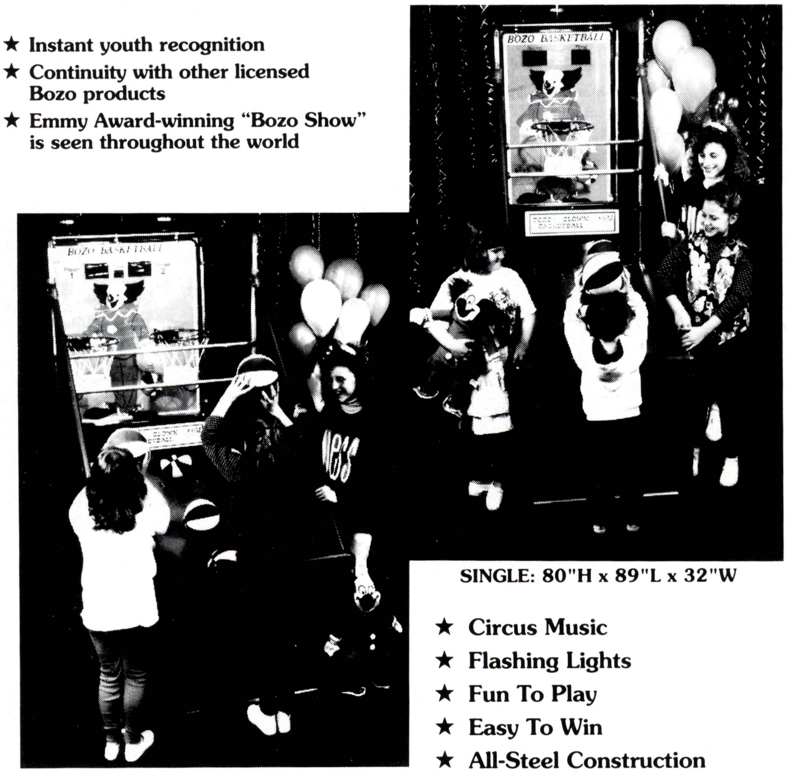

The story of Bozo

Although Bozo is as familiar as the American flag, who knows how he got his start? Larry Harmon appeared in 100 movies and trained under the master of Hollywood epics, Cecil B. DeMille. Early in his career, Harmon performed on many radio broadcasts playing a variety of guest roles before appearing on the fledgling NBC television network as "Commander Comet," one of the first nationally broadcast children's shows.

By the early '50s, Harmon was immersed in TV entertainment. Armed with national experience and a clown called "Bozo," he set out to revolutionize the children's television industry.

Recognizing that Bozo was a natural for the budding world of TV, Harmon adapted the world-famous clown to the small screen. Within a few short years, Bozo was starring on TV in every city in America. With Bozo by his side, Harmon conquered the world, helping to win a Nobel Peace Prize for UNICEF in 1966.

Harmon, in the persona of Bozo, has visited dozens of foreign countries, where he has entertained both heads of state and natives in remote jungles. Over the years, Harmon has written, produced, directed and supervised over 50,000 hours of Bozo shows. He's also operated one of Hollywood's largest animation studios and produced over 1,000 hours of popular cartoon programming.

In the course of his many projects, Harmon befriended legendary film star Stan Laurel, with whom he teamed for several entertainment projects. He ultimately acquired worldwide rights to the names, personas, and likenesses of both Stan Laurel and Oliver Hardy.

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Howard Smoyer

How to recruit dart locations and players

What a location owner wouldn't do to have Saturday night business seven nights a week: bartenders filling orders non-stop instead of polishing the bar; waitresses busy with customers instead of taking long breaks. In short—recording nightly business with the black pen instead of the red one.

Location owners *know* that increased traffic, plus more food and drink sales, equals greater profits. How do they increase traffic? *You* have the solution: dart leagues! Leagues deliver people to locations every league night, every week, for the entire season.

Location support of your new dart league program is a key to the level of your success. The time and effort you spend on explaining the advantages of dart leagues will strengthen the location's commitment to work with you in setting up league play.

Convincing locations

Sponsoring sports teams is not new to most location owners. Whether it's bowling, softball, or both, location owners hope their sponsorship fees will be returned with customer loyalty. They hope the sponsored teams return after the game for a round or two. Dart leagues turn these hopes into *guarantees*. Players from the sponsored team(s) are guaranteed to return because the "field" of play is in the location.

WE WANT YOU!
FOR PUBTIME DARTS

In planning for your leagues, make a list of locations to target. Then prepare a presentation for the location owners that answers their most-asked questions: What is a dart league? What do I get from it? How much does it cost? What do I have to do? At Merit Industries, we have prepared two handouts that are most useful for this presentation. One covers how dart leagues work; the other covers the dollars and "sense" of dart leagues.

Here is a capsule version of the latter handout:

Dart leagues deliver patrons who stay longer and return more frequently. Increased traffic equals more food and drink sales, which in turn means greater profits.

How much profit? For one four-person team in the league, *not* including practice, "fun" games, or regular visits:

—Each team plays at "home" five times in a 10-week league.

—Each league match equals 12 people (four players from your home team and four players from the visiting team, plus at least four friends).

—Each league match equals three-and-a-half hours.

—Each league match equals 42 "spending hours" (12 people times three-and-a-half hours).

—Each league match equals $63 in sales minimum (42 spending hours times $1.50/hour).

—Each league match equals $44 sales profit.

One league team in one league season earns $44 sales profit times five home league matches ($220). Add to this the machine revenue of $1 per game for 12 games in a match, times five home matches, times 40 percent ($24). Deduct the sponsorship fee per team ($30) and the total profit per team is $214. If a location signs two teams it can double its profit.

Locations pay a nominal $30 per team for each league season. This is used to offset league operation expenses. Along with the sponsorship fee, locations are responsible for:

—Encouraging friends and patrons to play darts. It helps if the owner and staff become players themselves.

—Sign up players for league teams. Try to sign up two teams; with a "home" and "away" schedule, one team will always play at the location.

—Choose reliable team captains.

—Post league materials sent from the league secretary, schedules, weekly team standings, and special notices.

—Provide extra copies of league materials (score sheets, collection envelopes, etc).

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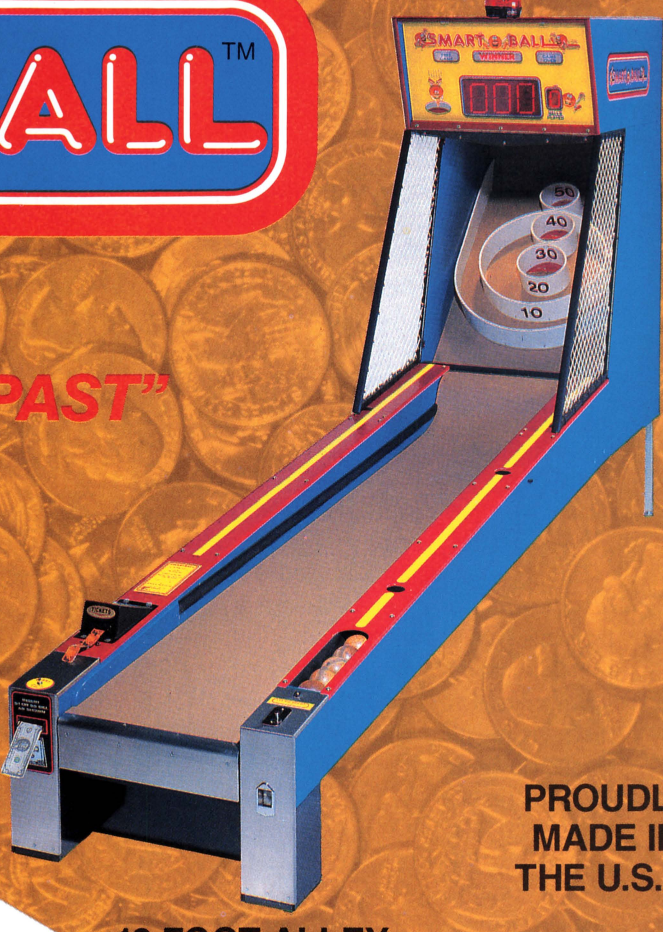

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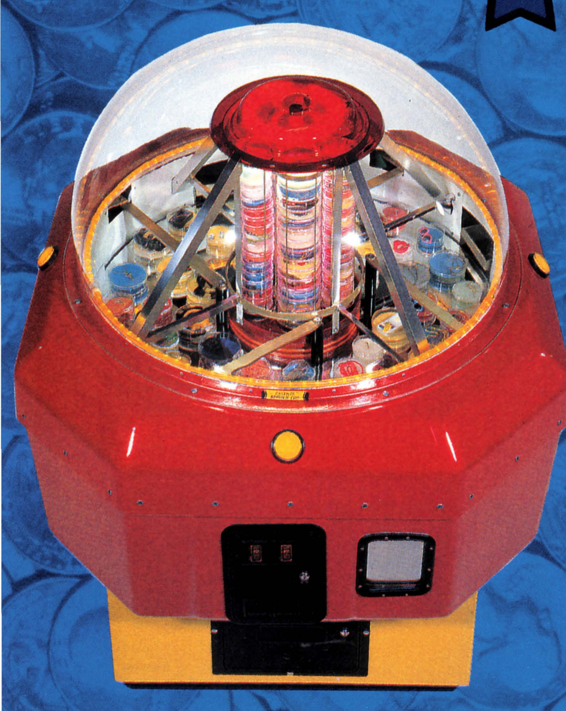

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Now it's time to present your league program to your location owners. This can be done in one of two ways: by visiting each location in person, or by holding a group presentation. A personal visit is important if your games are to be placed. This allows you to go over the program one-on-one and to find the ideal site for placing the machine(s). The best site would be as close to the bar as possible, yet out of major traffic paths, such as exits, entrances, and rest rooms.

Holding a group presentation is best if machines are already on location and if the league is to have a large number of locations. Send out a letter of invitation, followed by a phone call. It's best to hold the meeting in a neutral location on a weekday evening.

Recruiting players

Active dart league players come from all walks of life: doctors, lawyers, steel workers, and housewives. The ages can range from those just turning 21 (or legal drinking age) to retirees. Both men and women, singles and married couples enjoy the game. League dart players are looking for excitement, social activity, a night out with friends, a little competition, and recognition. Show people that your dart league offers these elements and you'll have no problem signing up teams for your first league.

Merit's promotional team has developed a system that encourages players to sign-up for league play:

1. Fill out the league forming poster with starting date, night of play, type of league, sign-up deadline, and player contact. Place it next to the dart machine(s) in the location and give team sign-up sheets to the location owner and/or staff.

2. Place the poster in the location advertising a drawing for *free* custom darts. Players fill out a registration slip with their name and address and deposit it in a canister. This provides a list of players interested in organized play. The drawing for the darts takes place during a special Contest Night.

3. Organize the special Contest Night. Choose a location that can hold two machines and 30-50 players. Choose a date about four weeks after you placed the machines on location and advertised the formation of leagues. The day should be the selected league night, starting time at 7:30 p.m. The Contest Night will be a small tournament and also serve as the players' league meeting.

4. One week prior to the Contest Night, pick up all registration canisters and team sign-up sheets from your locations. Remind location owners and staff to encourage people to show up for the Contest Night. Mail an invitation letter to all players to come.

This evening will be your first player league meeting. At the meeting you should:

—Introduce the league management.

—Register players by name, address, and location.

—Distribute sample league materials (score sheets, rules, etc.).

—Review all league operations with players: league starting date, time, league fees, score sheets, and rules.

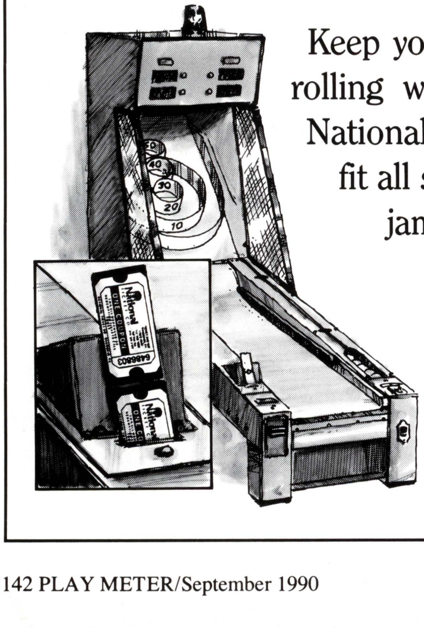
—Sign up team captains.

—Draw for a custom set of darts at each location.

—Run your Contest Night.

For a complete package of materials pertaining to *Pub Time* dart leagues, just call the *Pub Time* promotion team at 1-800-523-2760. Remember, the best time to start planning and recruiting is now! Until next issue...good luck and GOOD DARTS! ☐

This is the second in a series of four articles detailing procedures for starting and maintaining a good dart league program. Next month the subject will be setting up league operations.



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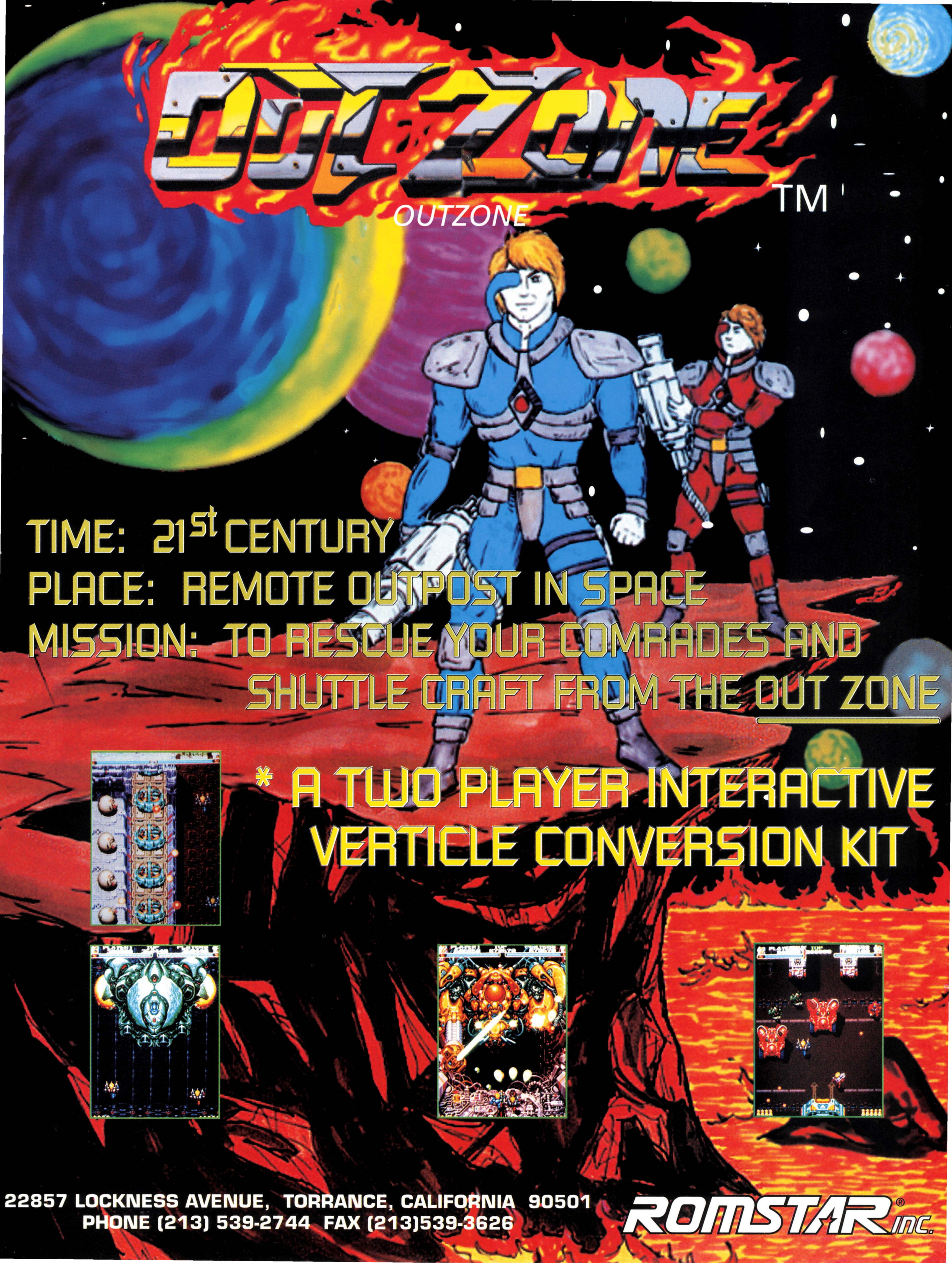

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Examining pool table operation

Play Meter devoted much of its September 1980 issue to pool tables. In lieu of a Coinman Interview, the magazine talked with three location owners who had tried owning their own pool tables. All three returned to their operators for an obvious reason: a location owner isn't likely to spend the money to maintain the tables like an operator would. All three admitted that owning a pool table looks much easier than it really is.

In another article, ''Keep Up the Table and Keep the Location,'' Play Meter examined ways to keep locations from owning their own pool tables. Of course, the most important point was to keep the tables well-maintained. But the article cautioned that if a location does decide to own its own table, keep your foot in the door by not threatening to remove the videos and pins as well. ''That tactic can be self-defeating. The 'hard line' operator can find himself minus one location.''

Play Meter featured an article on shuffleboard, calling it a ''seasonal game,'' i.e., it will play in summer and in winter. ''It's a game that will go on for a long time, like bowling. It's a clever game, a scientific game,'' the article professed.

The British trade show (ATE) was forced to move from its traditional location in the Alexandra Palace, affectionately known as ''Ally Pally,'' when it burned to the ground. The British organization that sponsored the show was forced to move to Olympia's National Hall.

In other industry news 10 years ago: pinball pioneer Sam Stern was named to the post of executive consultant to Stern Electronics, giving him more free time to pursue personal interests while remaining active in the company that bore his name; a plan for reorganizing Seeburg under the Bankruptcy Code was approved; Williams Electronics announced that it would be entering the video game market in the near future; Jack Mittel, head of Taito, announced the first video game with speech, called *Stratovox*; Jerry Marcus was named to succeed Joe Robbins as president of Empire Distributing; Belam Florida was appointed a Rock-Ola distributor; Gremlin/Sega distributors applauded two new games, *Carnival* and *Digger*; Stern introduced *Astro Invader*, its first entry into the video game arena; Atari planned a special limited edition version of its successful *Football*; Tom Campbell was appointed the national sales manager for Stern; Andre Dubel of Elcon, after a 14-day tour of the Far East, said we should expect an onslaught of more space games; Britain was anticipating at least a 100 percent increase on the price of play on jukeboxes due to a hike in the jukebox license fee; and Johnny Lott, World Singles Foosball Champion, compiled foosball's first book, ''The Complete Book of Foosball.''

Play Meter's list of top songs included ''Magic,'' ''Take Your Time (Do it Right),'' ''Shining Star,'' ''Little Jeannie,'' ''One Fine Day,'' ''More Love,'' ''Tired of Toein' the Line,'' ''All Night Long,'' ''In America,'' and ''Emotional Rescue.''

Roger Sharpe, in his ''Critic's Corner,'' featured Bally's *Mystic*, which he gave a ## out of a possible ####; Game Plan's *Pinball Lizard*, which he gave a ###; and Stern's *Cheetah*, which he gave a ###.

New products in our ''New Products'' section included *Astro Invader*, Stern's first video game; *Missile Command*, Atari's one- or two-player, full-color battle action game; Gremlin/Sega's *Carnival*, based on the old-time carnival shooting gallery; Stern's *Quicksilver*, featuring a bold backglass design; Stern's *Star Gazer*, a space-themed pinball; Gremlin/Sega's *Digger*, a full-color video; and NSM's *Festival 160* phonograph. ☐

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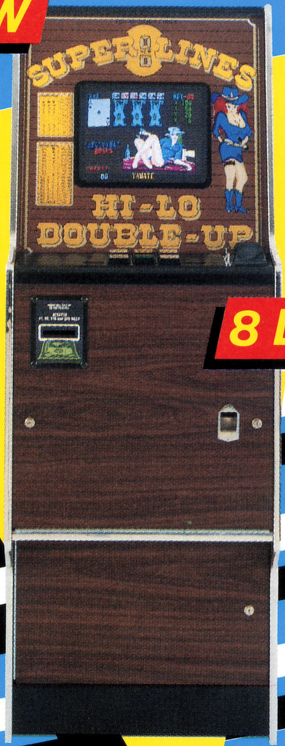

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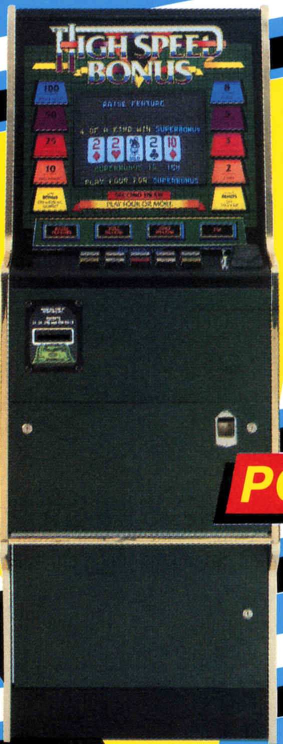

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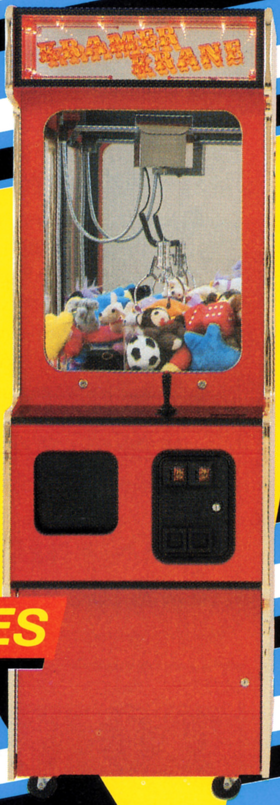

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READER'S RESPONSE

OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you prefer. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Give us kits!

The manufacturers step on the operators again with the acceptance of CD players . It is great to promote a new product, but to forsake your pioneering product is bad business. It is my opinion that all jukebox manufacturers could offer a conversion kit to update 45s to CDs. As a technician for a long time in coin-op, I can see where the converting of jukeboxes couldn't be that difficult. I'm sure some innovative manufacturer will see that the thousands and thousands of 45 jukeboxes will present a huge market.

It could work as well as video conversions. Rowe, Rock-Ola, NSM, and Seeburg: take another look. Why sell a few new jukeboxes to reluctant operators when you can sell thousands of kits?

B. Hunter
Phoenix, AZ

[*Editor's note: I have forwarded your thoughts to the major jukebox manufacturers. In our following issue, I will print their remarks about why they don't offer kits to convert 45 jukeboxes to CD.*]

Do they understand?

I am an average operator. I don't have thousands of games or chains of arcades. I operate about 600 games along with some jukeboxes, pool tables, etc. There are times that I sit back and truly wonder if the manufacturers, and even the distributors, really understand us. Of course, I come to the conclusion that they do but don't really care one way or the other.

I get a little on the defensive when a manufacturer, in his expensive suit, expensive car, and high salary (I'm sure) tries to tell me how to run my business. Yes, they do that. Have you seen some of the games they have come out with lately? Think about it and then tell me that they care about my business. I know you and probably everyone else in this business are sick to death of hearing about home games. Everyone has their own opinion on how they have made an impact on coin-op. But I would just like to say that although the most popular home games are Nintendo, it may be the only company that does care about my business and businesses like mine.

Every single company that makes coin-op games also is making lots of money with home games for the Nintendo. But Nintendo was a little more honest with operators. They decided to sell one thing, the PlayChoice, then continue to make games for it. I'm not saying it's the highest earning piece I operate, but I will tell you one thing: I'm not losing my shirt on it.

I've been in the business for over 20 years and I've never been so critical of the manufacturers, but they never deserved the criticism as much as they do now. Just when they should be more creative and innovative, it seems they drop into a slump and give us nothing but garbage—with a few exceptions, of course. ☐

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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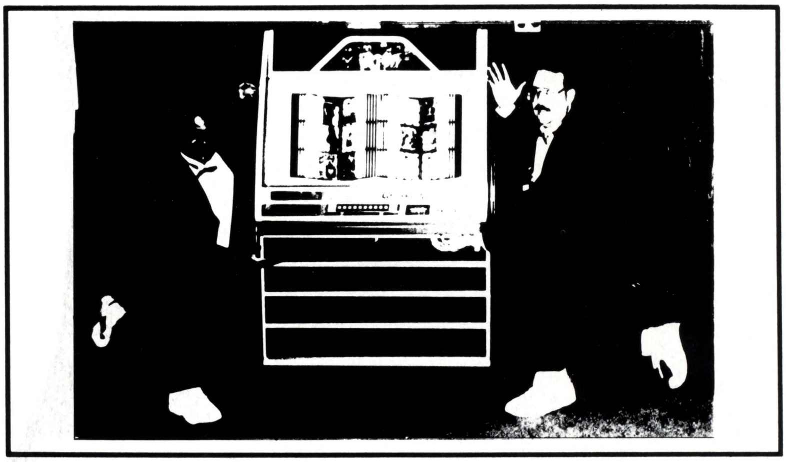

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Irving Blackman

How to avoid the year-end bonus trap

Let's set the scene. The typical owner (call him Joe) of a closely held corporation is working on an important compensation plan—his own. It's the first month of his fiscal year. Joe thinks to himself, "Will it be a good year or a bad year? I don't really know yet; I'd better take a small salary."

Move ahead to the last month of the year. It's turned out to be a great year after all, so Joe takes a fat bonus. Enter the IRS. The year-end bonus trap has been sprung.

The simple fact is that most uninformed business owners play their own compensation game the same way as Joe. You are living dangerously if you do too. It doesn't make any difference how long you've been doing it. If you get caught you will be in tax trouble, and the chances are you will lose if challenged by the IRS.

Why? Your total compensation—salary taken during the year plus the year-end bonus—may be assumed as reasonable by you and the IRS. But reasonable compensation is not the issue. The real question is whether the year-end bonus is *compensation* or *a distribution of profits*.

There is a big difference in tax cost. Compensation is deductible by your corporation; a profit distribution is a non-deductible dividend. Worse yet, there is a long line of cases in which the courts have clobbered closely held corporations like Joe's for playing the bonus game. The courts simply hold that the year-end bonus is a non-deductible dividend. The IRS seldom loses!

Getting out of this tax trap is expensive; it involves taxes, interest, legal fees, and sometimes penalties. Can this trap of setting compensation according to profits be avoided. Yes, there are two ways.

1. Early in the year, document in the corporate minutes the amount of your compensation and the services you will render to deserve it. Set the compensation high rather than low, but take a smaller weekly salary. Say you take $1,000 a week after setting a $100,000 salary for the year. If things work out, take the $48,000 balance. If not, waive all or a portion of the $48,000.

2. Elect S corporation status. The bonus amount is then moot, because all corporate profits are taxable to you anyway. You can take some or all of the profits whenever you please, without fear of an IRS attack.

Making a year-end gift the right way

Gift-giving at the end of the year is a favorite American tax-saving game. Listen up; there is a right way and a wrong way. It's very expensive tax-wise if you do it wrong.

Under current law, you can give every donee (the person receiving the gift) $10,000 per year without incurring any gift tax liability. If you're married, the tax-free gift can be up to $20,000 per donee.

Every year, as New Year's Eve approaches, loving parents and grandparents slip checks to the young kids. Back on Dec. 24, 1980, Elizabeth Dillingham wanted to play this year-end game. She delivered six checks for $3,000 (the magic number before the boost to $10,000) to six donees. On Jan. 28, 1981, Elizabeth delivered another set of $3,000 checks to the same six donees. All 12 checks were cashed in 1981.

Almost 10 years later, the court lowered the boom on her 1980 gifts (Estate of Elizabeth Dillingham, 5/14/90, CA-10). The court ruled that the 1980 checks were not unconditionally delivered and that Elizabeth still had control over them, because she could have stopped payment.

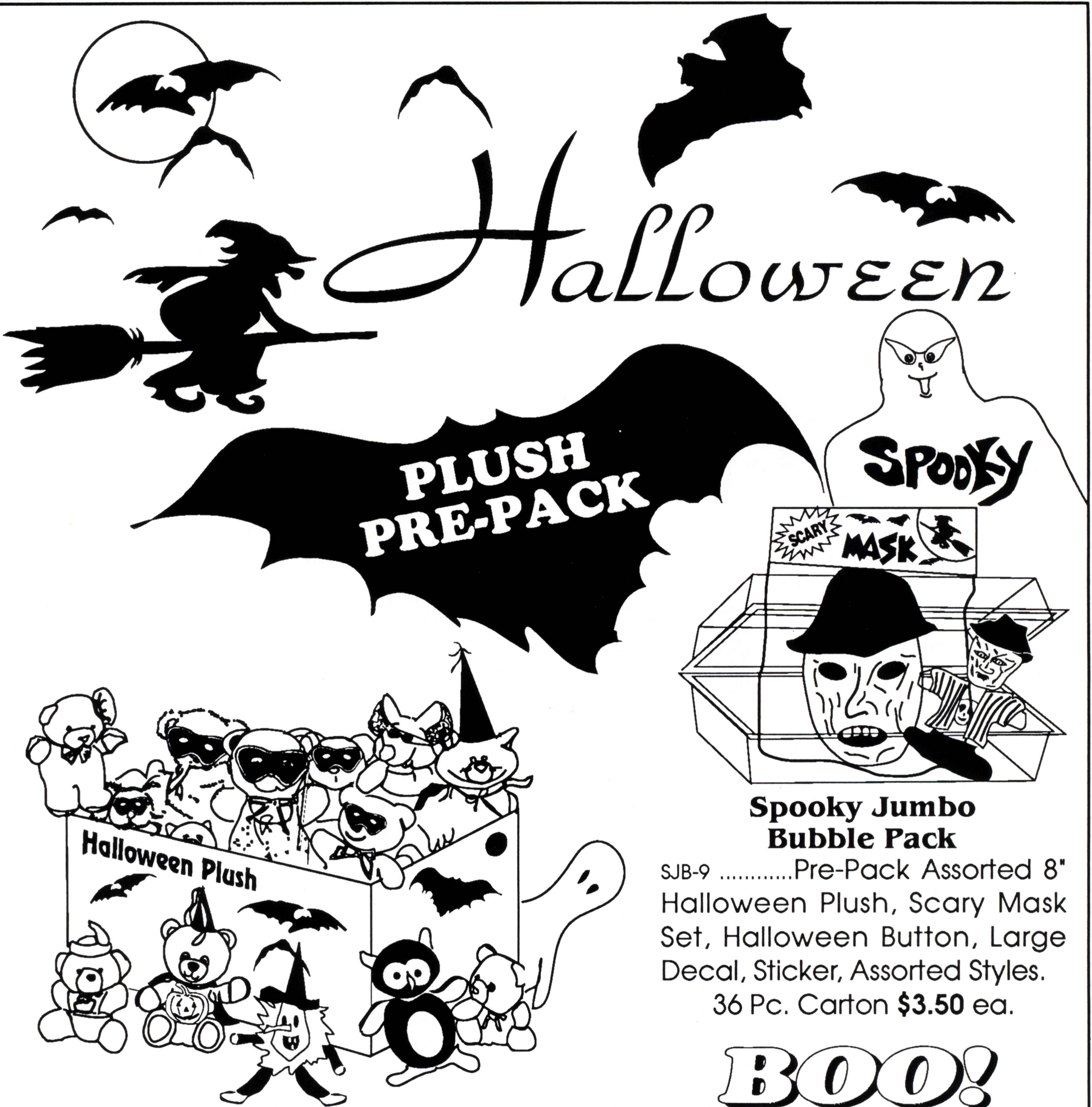
What can you do to protect your year-end cash gifts made by check? Either make sure the donees cash the checks in the year they are given, or better yet, have the checks certified before delivering them to the donees.

Avoiding income tax in a sale of stock

If you would like to have one or more of your children take over your business someday, this is must reading. Here's the story.

The father, Joe, worked with his son, John, in a business founded by Joe. Twenty-five percent of the corporation's stock was owned by Joe, four percent by John, and the balance by five other children not active in the business. Joe had two main objectives: to have his stock go to John after his death and to make sure that his wife would be financially secure for the rest of her life.

Joe and his son worked out a plan to accomplish these objectives. They entered into a buy-sell agreement requiring John to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buy Joe's shares from his estate after his death, at fair market value. To fund the purchase, John would use the proceeds of a life insurance policy on his dad's life.

The insurance policy was currently owned by the corporation, which paid the premiums on it. Joe intended to buy the policy from the corporation for its cash-surrender value and gift the policy to John. From then on, John would pay all premiums. Good news! The IRS ruled that under these conditions John could collect the insurance proceeds income tax-free (IRS Letter Ruling 8906034).

> ***"Under current law, you can give every donee $10,000 per year without incurring any gift tax liability."***

It should also be noted that when John buys his father's stock from the estate, the sale of the stock by the estate is also a tax-free transaction. There's no income tax or estate tax.

Some losses don't wash

Do you own stocks or bonds that show paper losses? Usually your best bet is to turn these securities into real, deductible tax losses. How? It's easy: sell those bummers. The next step requires a bit of caution.

You can buy back similar, but not the same or *substantially identical securities*, immediately. If you want to buy back the same or substantially identical securities, you must wait 30 days before repurchasing. If not, the IRS will disallow your loss on the initial sale because of the "wash sale rule."

Here is the wash sale rule: any loss on the sale of stock or other securities will be disallowed when the same or "substantially identical" stock or securities are reacquired within 30 days before or after the sale.

The rule itself is clear. The problem is the meaning of "substantially identical." The general principles are summed up in Rev. Rul. 58-210, 58-211, and 76-436. Essentially, these rulings say that two securities will not be considered substantially identical if they are substantially different in any material feature, or substantially different in several material features considered together. For example, if the interest rates on bonds are substantially different, then the bonds will not be considered substantially identical.

Here's a tax planning idea that turns this rule to your advantage: it doesn't apply to profitable sales. If you want a gain this year but want to retain the stock, sell it and repurchase the same stock on the same day. Now you have your gain and own the same stock with an increased basis. Your holding period for the new stock starts running on the date of purchase. ☐

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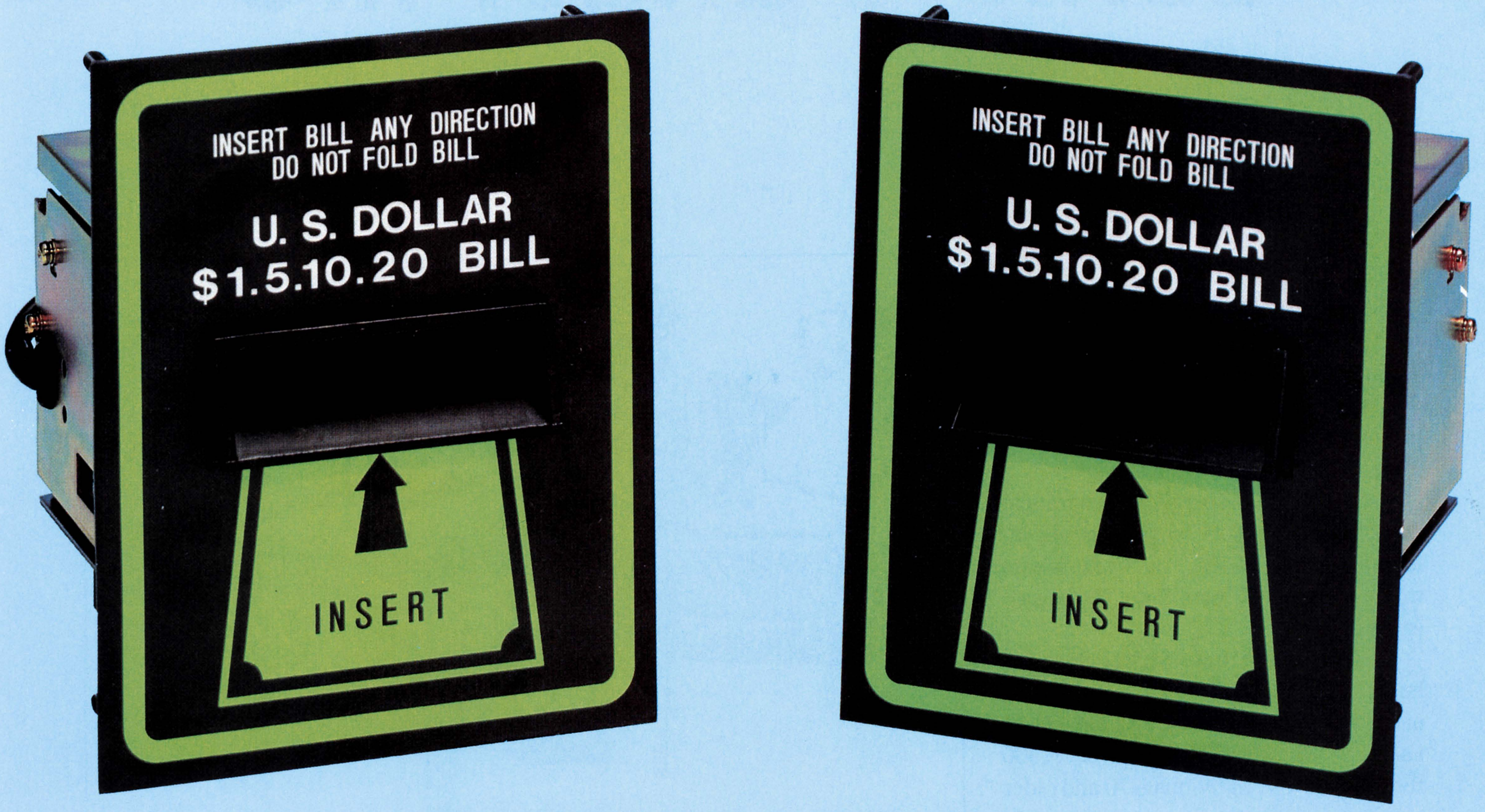
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Jeffrey Rosenthal

Earnings limits for seniors under fire

Support is forming behind a bill in Congress [HR2460] that would eliminate the Social Security earnings tests for people 65 and older. The bill currently has 18 co-sponsors in the Senate and more than 180 in the House.

''A government-sponsored program to push seniors out of the work force and into the rocking chair,'' is what Senate minority leader Robert Dole (R-Kansas) said recently.

Under current law, Social Security benefits are reduced by $1 for every $2 earned over $6,840 for those age 62-64 and by $1 for every $3 earned over $9,300 for those 65-69. Individuals 70 and older have no earnings limits.

My view is that if a senior can and wants to continue working he should be allowed to do so without any penalty. After all, the earnings continue to make contributions into the Social Security Trust Fund, don't they?

''Leave it to Congress to find a solution other than a simple one.''

Futa taxes headed for hike

In January 1990 the Congressional Research Service warned of ''potential trouble ahead'' for state unemployment compensation programs. They cited that unemployment benefits have risen faster than unemployment taxes.

Members of the all important House Ways and Means Committee, chaired by Dan Rostenkowski [D-Ill], have introduced legislation that would increase the federal unemployment tax wage base from $7,000 to $10,000 in 1993. The bill also proposes a reduction of the federal unemployment tax rate, currently 6.2 percent, to 4.6 percent in 1991. Leave it to Congress to find a solution other than a simple one.

Business bankruptcies on the rise

Since the government is a major creditor in many bankruptcy proceedings, the Justice Department reports that its tax lawyers are devoting 23 percent of their time to bankruptcy cases.

The Justice's tax division got almost 12,000 new cases in fiscal 1989 and expects almost 16,000—up from 5,000 in 1986. Assistant attorney general Peterson told the ''Wall Street Journal'' that the government intends to play ''an aggressive role'' in bankruptcy cases and in large cases will seek a place on the

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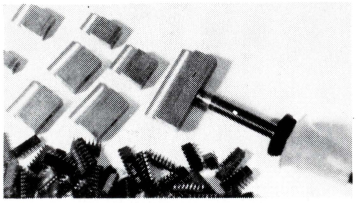

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creditors' committee. To date that has only occurred in the case of the Hunt brothers from Texas.

The Bankruptcy Court expects 735,000 filings in fiscal 1990, up from 658,000 in 1989, and are projecting roughly 10 percent increases in 1991 and 1992.

Home-office deductions

The Tax Court has opened the door—slightly.

There are certain deductions on a tax return that trigger a review, if not an audit, by the IRS. One of the most closely guarded is home-office deductions.

The IRS guards this one because it is not very difficult to devise a scheme which justifies use of an office and therefore deductions. In 1976 Congress revised the law to tighten qualifications. These qualifications are:

1.) Space in the house (or apartment) be used regularly and exclusively.
2.) Run your business from that location.
3.) See clients, customers, patients, etc.

As if these rules were not tight enough, in 1980 the tax court established the "focal point test," the case of Drucker vs. Commissioner, in which the home office was essential to an individual's business.

As a result of Soliman vs. Commissioner, the courts have gone back to the standard of "facts and circumstances." In its January 1990 ruling the court determined whether a home office is a "principal place of business" under the facts and circumstances in the case.

The case involved Dr. Nader E. Soliman, 44, of Gaithersburg, Md. During 1983 Dr. Soliman was working 30-35 hours per week as an anesthesiologist at three hospitals in the Washington, D.C./Virginia area. None of the hospitals provided him with an office he needed to schedule appointments, bill clients, and prepare lectures, so he converted one of the three bedrooms in his McLean, Va., apartment to an office. He followed the published guidelines provided for by Congress: he used the room regularly and exclusively—around three hours per day—for his business.

During an audit, the IRS disallowed an office-in-home deduction and depreciation, citing Section 280A of the Internal Revenue Code. Dr. Soliman told "Money Magazine" that it was unfair. "I had to have an office somewhere. If I had rented a room next door, that would have been deductible." Apparently the tax court agreed.

Congress considers tax on change

Once again the House Ways and Means Committee is debating a tax on a change in corporate structure: from a C-Corp to an S-Corp (or the other way around.) This item had been hotly debated several times before. In previous attempts to pass this legislation both the American Bar Association and The American Societies of Certified Public Accountants were strong advocates for the "status quo." It's likely these organizations again will be against the proposed legislation. If passed, this law will make it virtually foolish to change structure since it would deem the change as a sale of capital assets subject to capital gains treatment. ☐

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Jim Spinello, The Entertainment Industry of America

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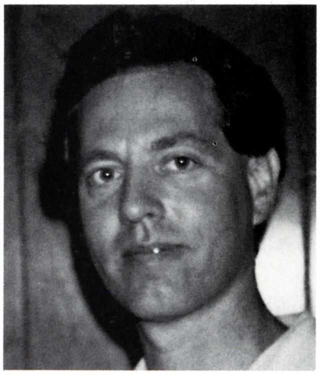

Frank Seninsky, Alpha-Omega Amusements, Inc.

A: "Very favorably. I sell a lot of used equipment from my route. Williams pins definitely have the highest resale. Take 'Jokerz', 'Cyclone', 'Police Force', 'Taxi', 'RollerGames', 'Whirlwind'. All these games have held their value extremely well. You can always count on Williams for high resale."

Frank Seninsky

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Randy Fromm

Meet Peter Chou

"Randy . . . This is Kevin Cordera from Imperial International. Peter Chou is coming over from Taiwan next week and he wants to meet with you."

After a few moments of silence, I gulped and uttered the only thing that came to mind, "You're kidding! What for?"

"I don't know." Kevin continued. "But I hope you know that he's coming over just to see you."

I was thrilled! Peter Chou—Mr. Power Supply—was coming to town. I was finally going to meet the man whose power supply design has become the de facto standard for our industry. I got the details from Kevin, who told me to expect Chou to be on the 11 a.m. train from Los Angeles the following Thursday.

As the train pulled into the Amtrack station (actually, it backs into San Diego with the passenger cars leading the locomotive, a method of propulsion that I have never quite gotten used to), I was very apprehensive. What did Peter Chou want?

As the passengers disembarked, I began looking for him, figuring that it would be much easier for me to recognize him than the other way around. All my fears and apprehensions vanished when I spotted a diminutive Chinese man with a broad smile approaching me from trackside. It was positively weird, but I knew right away that he and I would get along famously. From the moment we clasped hands, I knew that I liked this man.

We drove to a local bayside restaurant and sat down to order lunch. Peter wasn't very hungry (it was midnight to him) but I was (as usual). We ordered and began our discussion as we waited for the food to arrive.

Peter Chou travels to the United States to meet with Randy Fromm.

Peter Chou is 37 years old and lives in Taiwan with his wife and two sons. I asked about his name. After all, "Peter" is hardly what you would call a typical Chinese moniker.

" 'Peter' comes from a joke," he explained. "The first time I came to the United States, I was with a group and we went to see 'Peter Pan.' Because I am very thin and little, they said 'Ha! You are Peter Pan!' so I became Peter Chou."

We talked about power supply design. I asked him why most of the switching power supplies we use in games are almost identical to each other.

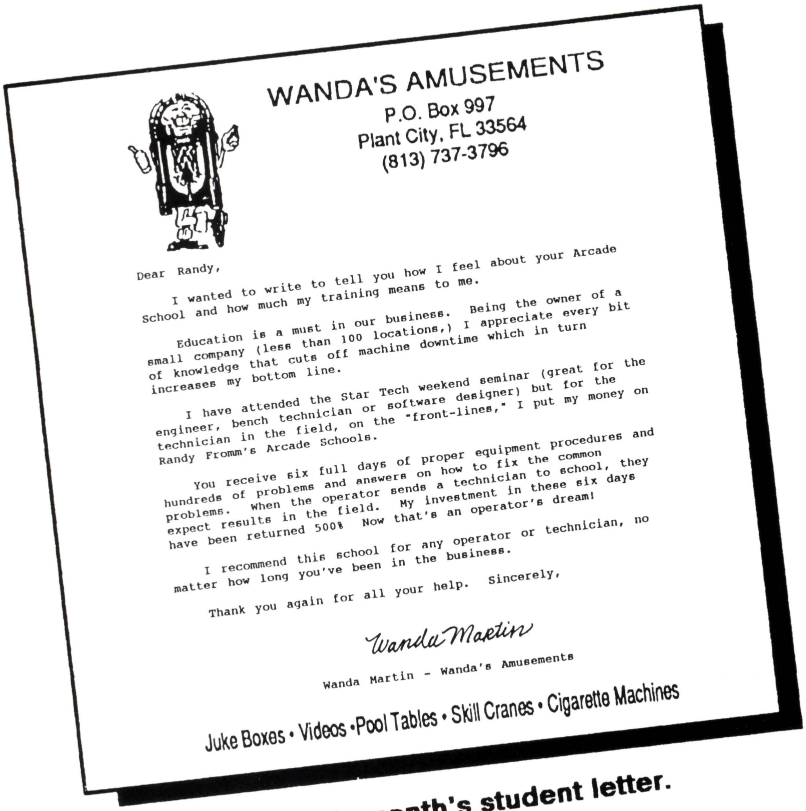
"In Taiwan we have about 300 manufacturers of switching power supplies." said Chou. "Taiwan has now become the number one in the world.

"I am the designer of the switching power supply. Even the transformer is designed by me. I know that more than 10 manufacturers have copied my power supply. In Taiwan, most of the manufacturers are copiers."

I asked him how he felt about that, and if he was angry at them for taking business away from him. His answer was very surprising.

"I don't care if they copy my power supply." he said. "I just want them to control the quality. It's a free market, I told them. If you want to do this model, do it.

TECHNICAL DIFFICULTIES?



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Thank you again for all your help. Sincerely,

Wanda Martin

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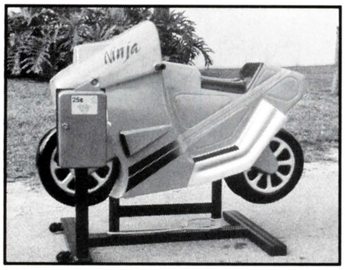

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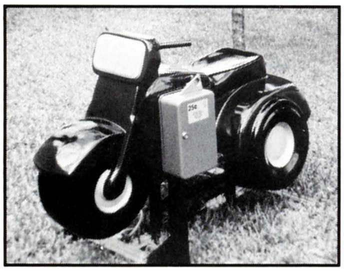

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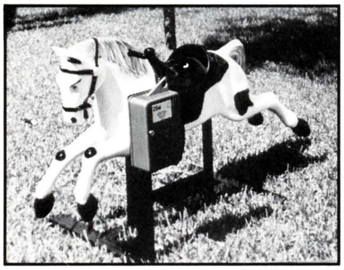

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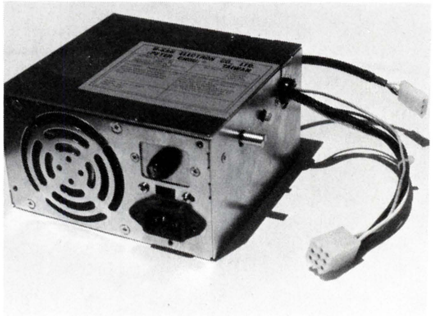


But do it good."

Ever wonder about the number that's under the name "Peter Chou" on the end of the power supply? It looks like a serial number, but the number is the same on each one. When I asked about it, he reached into his back pocket and pulled out his billfold. From this he produced a laminated identification card with his photograph and a whole lot of Chinese writing that I (obviously) couldn't read.

Underneath the photograph was a number . . . the number! It turns out that it's his own personal identification number, roughly the Taiwanese equivalent of a Social Security number. He uses this as a defense against the "copiers" in Taiwan, under who's liberal copyright laws an unauthorized manufacturer might even get away with using the Peter Chou name, but not his ID number.

Peter Chou's factory employs 15 people and manufactures 10,000 power supplies per month. Each power supply is burned-in and tested automatically with an automated power supply tester.

"We already have 350,000 pieces in the world," stated Chou. "Every Monday, they send the PC boards and the components for one week (of production) on schedule; enough for 2,500 units. In this way we can control the production line."

Chou admits that he does not enjoy the business aspect of his work. His first love is electronics and engineering, especially the engineering of switching power supplies.

"I am not really a businessman," confessed Chou. "I just really enjoy research and development and making some good products."

We talked a little bit about repairing switching regulator power supplies and their serviceability. Chou, who started his career working as a research engineer for a semiconductor laboratory, knows the importance of service.

"Because I worked in research, I had to know what happened when something failed," said Chou. "You must know what happened."

He then brought out a prototype version of his new switching power supply, Model USP-11. The new power supply has a built-in fan and is housed in a heavy-duty steel case. Its dimensions are approximately 6" X 5-1/2" X 3-1/2". An AC power cord is included.

This new supply is fully UL approved and will even pass the stricter UL guidelines to take effect in 1992. It also conforms to all of the proposed AMOA standardization guidelines for power supplies.

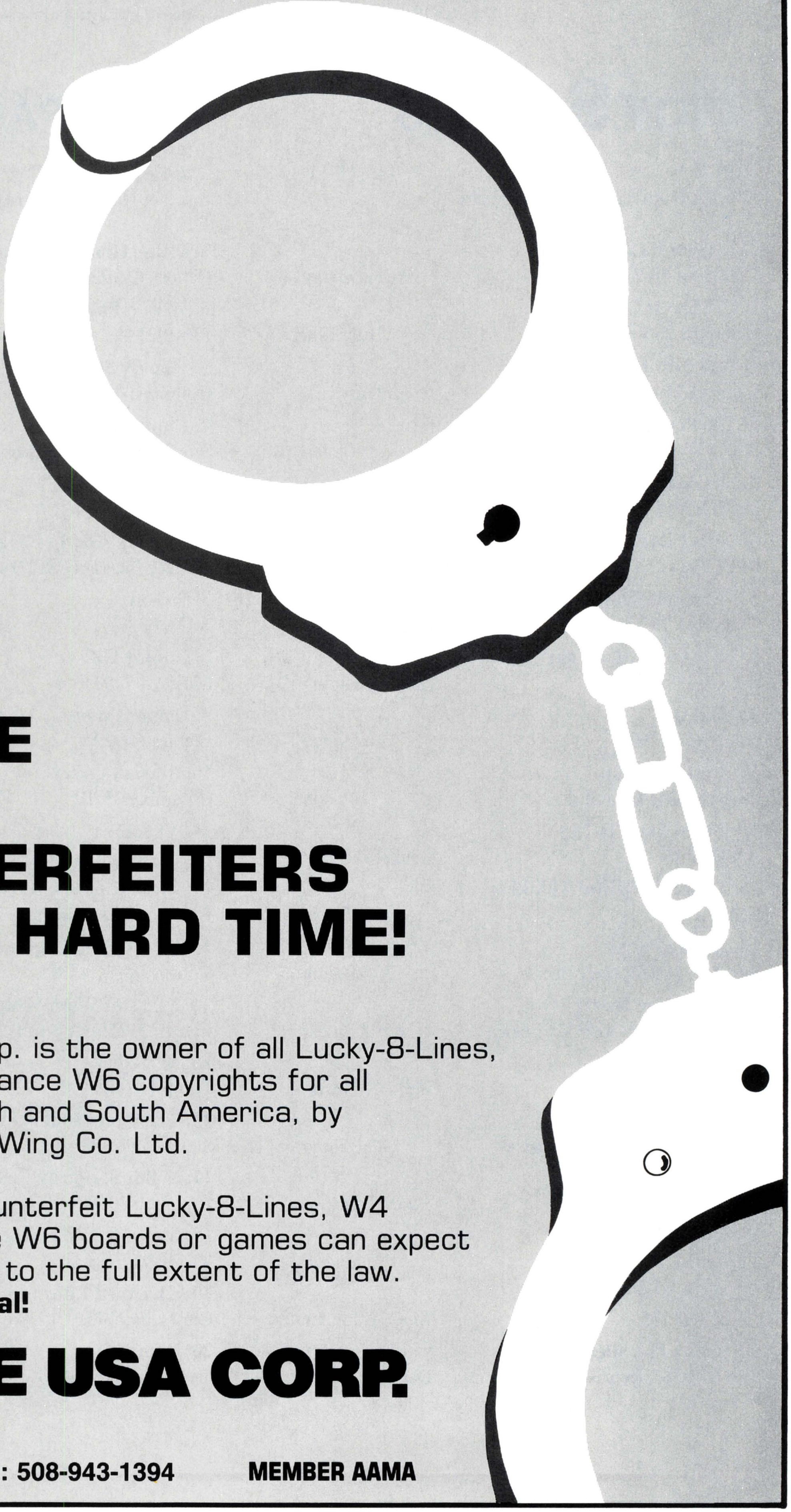
The USP-11 is similar to the standard Peter Chou design that has become the standard for our industry. Like the other Peter Chou power supplies, the new model uses low ESR capacitors. This assures long capacitor life and lowers the noise output of the power supply.

Higher-rated transformers and transistors, combined with a built-in DC fan, allow this power supply to run cool, even at full load! I am very impressed by the high quality of the construction and design of this power supply.

He left the prototype with me for evaluation and testing. When I took it back to the shop and checked it out on the bench, the USP-11 had the smoothest output of any of the supplies I had tested, with less than 5 millivolts of noise!

In addition, Peter Chou has shipped sixty units to the United States for testing on location. Before offering the unit for sale (it may now be available) he wants to make sure it will perform to everyone's satisfaction.

According to Chou, "We are all ready to produce this power supply. We have everything we need. But we must make sure that the customers and the engineers will like it. We want to make sure that it's acceptable." ☐



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MEMBER AAMA

TOP TWENTY

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HOT SINGLES

TITLE	Label & Number/Distributing Label	ARTIST
1. Vision Of Love	Columbia 38-73348	Mariah Carey
2. Cradle Of Love	Chrysalis 23509	Billy Idol
3. Rub You The Right Way	Motown 2045	Johnny Gill
4. The Power	Arista 2013	Snap
5. She Ain't Worth It	MCA 53831	Glenn Medeiros
6. Girls Nite Out	RCA 9174	Tyler Collins
7. When I'm Back On My Feet	Columbia 38-73342	Michael Bolton
8. If Wishes Came True	Atco 4-98953	Sweet Sensation
9. Hold On	Atlantic 7-87984	En Vogue
10. Unskinny Bop	Enigma 44584/Capitol	Poison
11. Come Back To Me	A&M 1475	Janet Jackson
12. King Of Wishful Thinking	EMI 50307	Go West
13. Hanky Panky	Sire 4-19789/Warner Bros.	Madonna
14. Make You Sweat	Vintertainment 4-64961/Elektra	Keith Sweat
15. Do Me	MCA 53848	Bell Biv Devoe
16. Jerk Out	Paisley Park 4-19750/Reprise	The Time
17. Epic	Slash 4-19813/Reprise	Faith No More
18. Could This Be Love	Vendetta 1509/A&M	Seduction
19. Have You Seen Her	Capitol 44573	M.C. Hammer
20. Enjoy The Silence	Sire 4-19885/Reprise	Depeche Mode

COMPACT DISCS

TITLE	Label & Number/Distributing Label	ARTIST
1. Please Hammer, Don't Hurt 'Em	Capitol C2-92857	M.C. Hammer
2. Wilson Phillips	SBK 93745	Wilson Phillips
3. Step By Step	Columbia 45129	New Kids On The Block
4. I'm Breathless	Sire 26209/Warner Bros.	Madonna
5. Pretty Woman	EMI 93492	Soundtrack
6. I'll Give All My Love To You	Vintertainment 60861/Elektra	Keith Sweat
7. Poison	MCA 6387	Bell Biv Devoe
8. Johnny Gill	Motown 6283	Johnny Gill
9. Compositions	Elektra 60922	Anita Baker
10. Mariah Carey	Columbia 45202	Mariah Carey
11. Violator	Sire 26081/Reprise	Depeche Mode
12. Flesh And Blood	Enigma 91813/Capitol	Poison
13. Soul Provider	Columbia CK 45012	Michael Bolton
14. I Do Not Want What I Haven't Got	Ensign 21759/Chrysalis	Sinead O'Connor
15. Brigade	Capitol 91820	Heart
16. The Real Thing	Slash 25878/Reprise	Faith No More
17. ...But Seriously	Atlantic 82050-2	Phil Collins
18. Shut Up And Dance	Virgin 91362	Paula Abdul
19. Charmed Life	Chrysalis 21735	Billy Idol
20. Pump	Geffen GHS2-24254	Aerosmith

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* CRANE TIP * • HOLIDAY MERCHANDISE SAVER •

Bonnie Theard

Cool your jets! The Simpsons and New Kids have arrived!

Pre-teens and teens will cast envious eyes toward your merchandise counter, cranes, and rotaries when they see this month's offerings, featuring the popular TV family The Simpsons and the clean-cut, soft rock group New Kids on the Block.

Bonita Marie brings us an attractive assortment of flexible flyers (non-rigid frisbees) bearing pictures of The Simpsons, from the entire family to individually popular Bart and his dad Homer. Bart Simpson proclaims: ''Give it a whirl, man!''

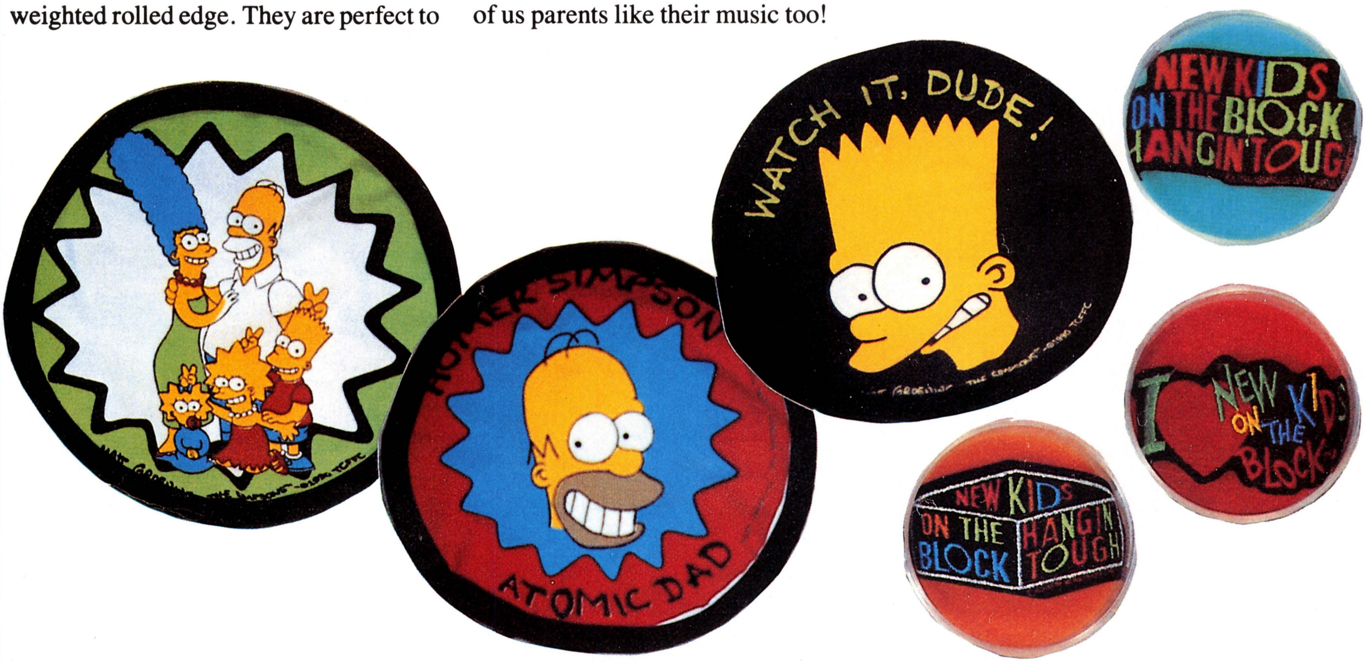
Each flyer measures seven-and-a-half inches across and is constructed of a heavy, vinyl-backed fabric with a weighted rolled edge. They are perfect to carry along on picnics and other outings since they roll up to fit in your pocket. They are also safe indoor toys that won't damage kids or walls. The flyers are available in a plastic wrapper suitable to hang for display, or in the company's peanut capsule that's ideal for cranes.

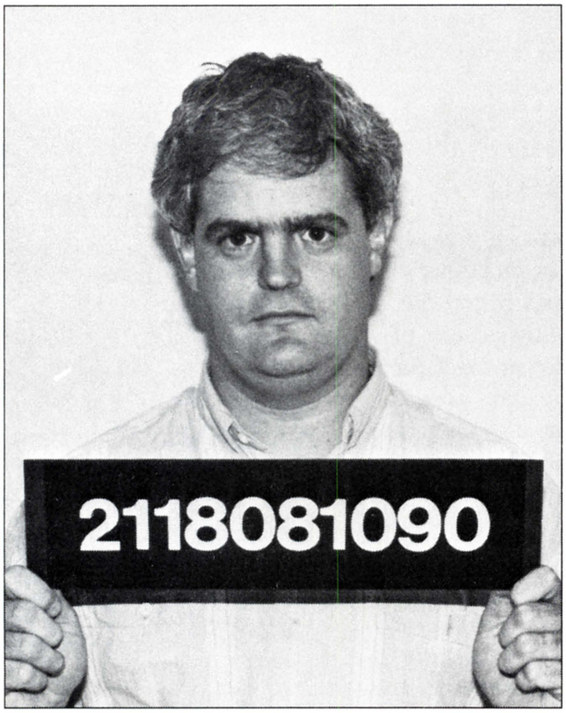
In addition, Bonita Marie now features New Kids on the Block patches packaged in the company's circular plastic containers that measure three-and-a-half inches across. There are several patterns from which to choose; some say ''Hangin' Tough'' (after the hit song), and some say ''I love New Kids on the Block.'' Most parents consider the group wholesome and a good role models for youngsters. Some of us parents like their music too!

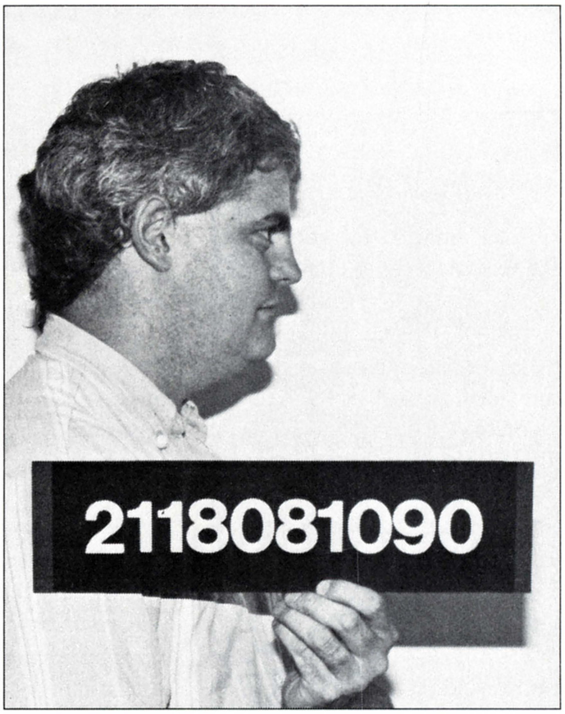
All the patches are done in the neon colors of hot pink, electric blue, screaming green, and glowing orange on a black background. Each one measures approximately four inches by two inches.

For more information about these and other currently ''hot'' items, contact Bonita Marie International, (800) 272-6375 or (201) 349-1994. ☐

All merchandise suppliers are invited to send in items for this column. There is no charge and no limit to the number of times you may be listed. This is a service for our subscribers. Send in your newest Halloween toy, jewelry, or plush prize by September 1 for the October issue.


HOMER SIMPSON
ATOMIC DAD
WATCH IT, DUDE!
NEW KIDS ON THE BLOCK HANGIN'TOUG
I NEW KIDS ON THE BLOCK
NEW KIDS ON THE BLOCK HANGIN TOUGH





Mars Electronics strikes back at high-denomination bill acceptor frauds!

Mars Electronics offers two ways to foil the rip-off artists trying to defraud your high-denomination stackerless bill acceptors!

If you already use Mars Electronics VFM4 stackerless bill acceptors, simply have our newly introduced Credit Bar Retrofit Kit installed by one of our Authorized Service Centers. *It's the only approved retrofit solution that prevents fraud problems that we guarantee will not affect your warranty.*

If you're using another brand of bill acceptor and are being defrauded, switch to our new VFM4 bill acceptor. It has the same credit bar security features as our retrofit kit, built right in.

Either way, you'll enjoy the confidence of high acceptance *and* high security from the company that's on your side in the war against bill acceptor fraud.

The Mars Electronics Credit Bar Retrofit Kit. It's just one more way we're working to keep our customers profitable.

For more information contact your local Authorized Mars Electronics Service Center. Or call our Customer Service Department at 1-800-345-8215.

MARS ELECTRONICS
international

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Radical

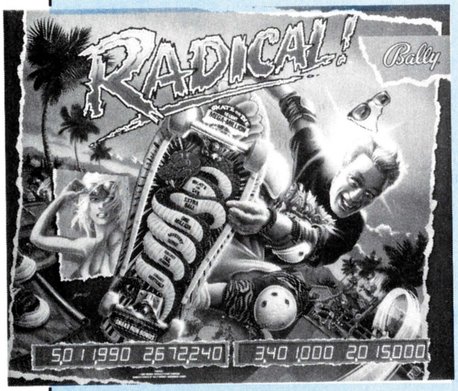
Pinball pays homage to skateboarding with Midway's newest Bally flipper game, *Radical*. Innovative playfield design features abound, including the Vertical Ramp — an original, open-sided challenge that keeps players "on the edge."

A new up-down, self-adjusting diverter automatically guides the ball to different scoring areas to allow players to enjoy every curve, swerve, and killer trick.

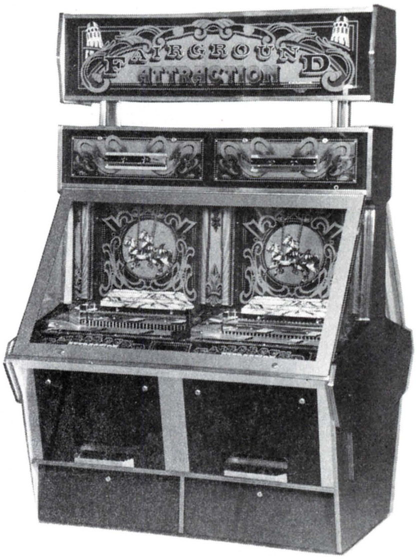
Players will appreciate the Bust a Move million point ramp, the Lip Slider Ramp, and the Snake Run with its multiple value awards of everything from extra ball to instant Multi-Ball and Mystery Score possibilities. There's also a progressive letter bonus scoring that can increase from 20,000 points to one million points.

Once R-A-D-I-C-A-L is spelled, players have the chance to skate for a two-ball, Multi-Ball challenge and mega-million scoring that can reward up to 10 million points for a single shot. Special effects include colored strobes, enhanced speech prompts, and graphics that grab the player.

For more information, or distributor referral, write Midway Manufacturing Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.



Fairground Attraction



Coin Concepts brings an ornately designed, multi-player coin pusher to the market with *Fairground Attraction.*

The game is available in a choice of three-player, four-player, or six-player models. Graphics focus on classic carousel horses and an amusement park theme done in the primary colors of red, blue, and yellow.

The wide playfield offers a good view of the playing action. Two different bonus features are included per player station. In addition, *Fairground Attraction* has an anti-cheat tilt alarm, sliding skill coin chute, and ticket every time option. The game is fully metered; payout is ticket or token.

For more information, or distributor referral, write Coin Concepts Inc., 12 Edgeboro Road, Unit 4, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009; FAX (201) 390-3373.

Diner

DINER
HOME OF THE BOTTOMLESS CUP
BOOTH SERVICE
DINER
DINER
A Classic Williams Pinball

Williams Electronics offers a full menu of features as it takes players back to a real '50s diner with a pinball of the same name.

The new *Diner* features regular customers on the playfield: Babs, Boris, Pepe, Haji, and Buck. To light the Dime-Time jackpot, players must serve all five of their orders by completing the drop targets.

Making the Dime-Time shot collects the value on the backbox clock, up to a big 12 million points. For every customer served, the player collects up to five percent of the score at the end of each ball.

Spelling out D-I-N-E-R by making the correct ramp shot lights the lock under the cash register and opens the cup shot for 10 times the D-I-N-E-R letter value for millions of points. During Multi-Ball play, locking both balls brings on the rush, where each ramp is worth 500,000 points. The Grill Bonus can award up to 1,500,000 points! There's also a Today's Special and E-A-T lanes.

For more information, or distributor referral, write Williams Electronics Games Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

SOME PEOPLE WANT TO PUT YOU OUT OF BUSINESS!

LEGISLATION & REGULATIONS. Sometimes they are good. Sometimes they are not. That's where AMOA's government relations activities play a key role. AMOA monitors legislation and regulations affecting the coin-operated amusement, music & vending industry. From dollar coin legislation and jukebox licensing to taxation and copyright issues, *AMOA represents you.* From a government affairs liaison based in Washington, D.C., to AMOA's annual "Government Affairs Conference," AMOA gives you the scoop, allows you to get involved–and gives you and the industry a voice on issues that affect your business.

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Another way AMOA is working for the coin-op industry.

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AMOA

Amusement & Music Operators Association

Payphone 101-A

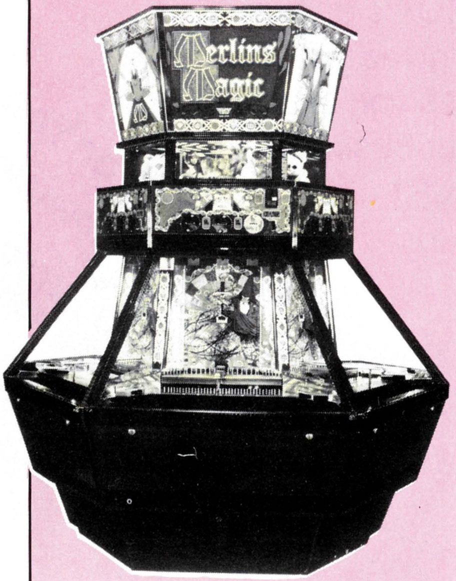
Pay Phone Industries has added a new payphone model in the *Payphone 101-A*.

This new model installs in less than one minute and is completely line-powered (no electricity). The coin mech has no moving parts; the quarter is read by an electric eye.

The phone allows 1-800 calls to be placed, as well as operator and credit card calls. It is a popular type of phone for businesses that want to offer employees and customers the use of a phone without the worry of incurring long distance charges.

The compact, push-button unit sits comfortably on top of any desk or counter and looks more like a standard phone than a wall-mounted payphone. It can be easily moved if desired.

For more information, or distributor referral, write Pay Phone Industries, 2415 W. Amherst, Bloomington, IN 47404; (812) 333-9939.



Merlin's Magic

Coastal Amusement Distributors now adds to its extensive line of redemption equipment with the multi-player coin pusher *Merlin's Magic*.

The game is available in either three-player or six-player models and is suitable as a game room centerpiece. It comes with or without changers; there's also a token-dispensing feature.

Merlin's Magic offers a wide playfield design for player viewing, attractive graphics depicting the famous magician of King Arthur's day, and heavy red, gold, and black accents on the cabinet.

For more information, or distributor referral, write Coastal Amusement Distributors Inc., 601 Prospect St., Lakewood, NJ 08701; (201) 905-6662; FAX (201) 363-6329.

Pigskin 621 A.D.

Midway Manufacturing debuts an imaginative one- or two-player head-to-head dedicated video in *Pigskin 621 A.D.*.

Here's the scenario: It's the Dark Ages and two teams of muscle-bound barbarians meet face-to-face in the scrimmage of the century (the exact year—621 A.D.). Players control this army of wild warriors with a Team Attitude Adjustment button that allows change in strategies.

The offensive attitude "Scatter" sends teammates out for a pass, while "Block" causes them to regroup around the ball carrier. Defensive strategies include both "Man-to-Man," which spreads out the defense, and "Get the Ball," which sends all teammates racing toward the pigskin. The Bad Attitude mode can be used on both offensive and defensive situations for knee-to-nose and elbow-to-gut action.

There are no first downs, no time outs, and no rules. A 49-way joystick controls screen action and allows players to punch, pass, punt, and fight for victory. Players can choose either regular level or pro.

The game has been designed by the same team that gave the industry *Arch Rivals* and *Rampage*. Look for more of the same off-the-wall humor here.

For more information, or distributor referral, write Midway Manufacturing Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

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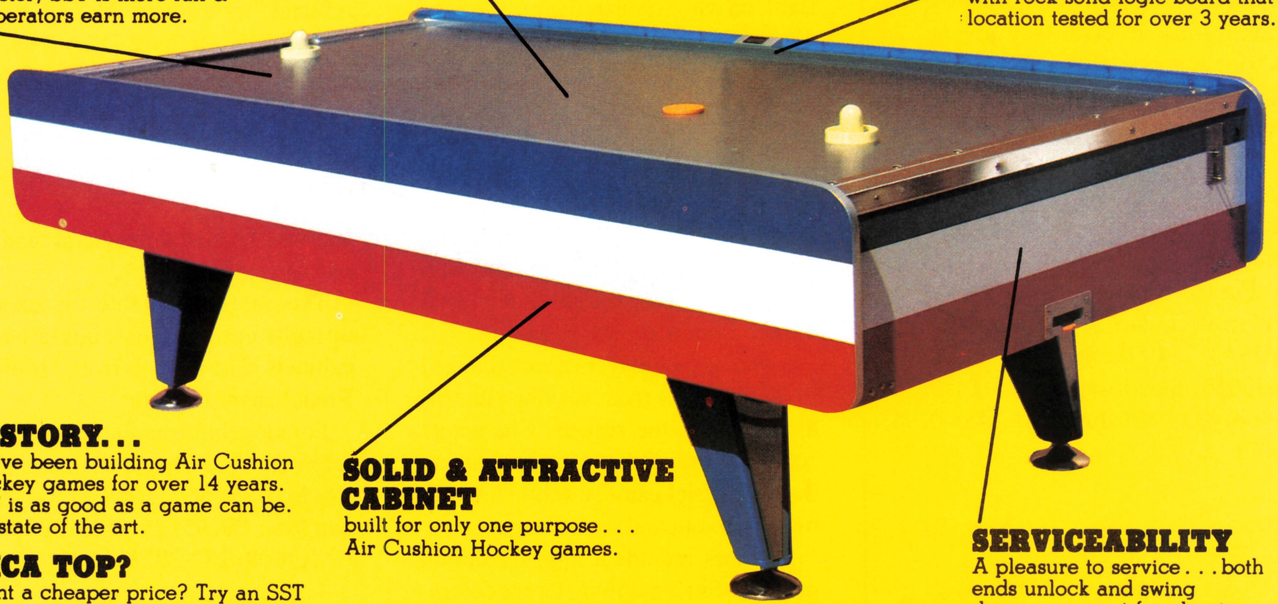

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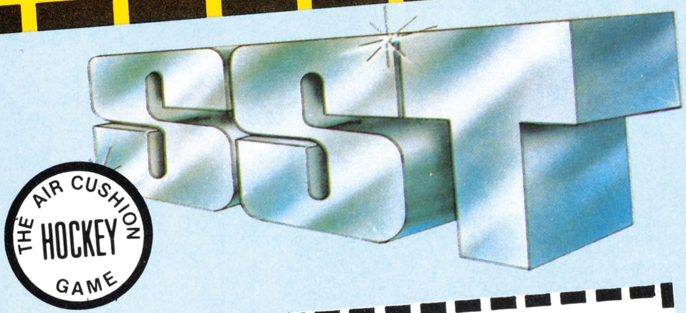
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Bonanza Bros.

Sega Enterprises has unveiled its newest one- or two-player upright video, *Bonanza Bros.*. The company's state-of-the-art computer graphics bring stunning vividness to the characters and background scenery.

The game's two lovable thieves, Mobo and Robo, sneak their way through 13 different settings, stealing valuable treasures along the way. By controlling an eight-way joystick, a shoot button, and a jump button, players work their way through each stage, trying to steal the various riches.

Bonanza Bros. is presented in a 25-inch, medium-resolution monitor. Players are timed in each stage and must beat the clock.

For more information, or distributor referral, contact Sega Enterprises Inc. (USA), 2149 Paragon Dr., P.O. Box 610550, San Jose, CA 95161-0550; (408) 435-0201; FAX (408) 435-0294.

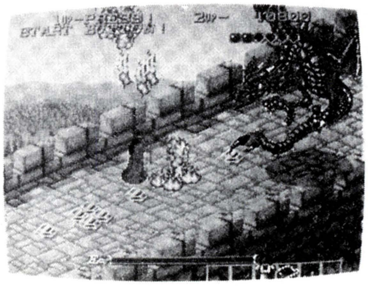
BONANZA BROS.
SEGA

Gate of Doom

Data East brings a fantasy adventure, role-playing game to the video screen with the two-player kit, *Gate of Doom*.

Appropriately named, *Gate of Doom* features dragons, castles, mutants, and magicians in a "knights of old" setting when kings and sorcerers ruled the land.

Players can choose to be the Knight, who wields strong weapons; the Wizard, who has powerful magic; the Bard, on whom poison has no effect; or the Ninja, who has high-speed moves. *Gate of Doom* offers a world of black mystery and magic spells to the adventure-minded player.



For more information, or distributor referral, write Data East USA Inc., 1850 Little Orchard, San Jose, CA 95125; (408) 286-7074; FAX (408) 971-0722.

Ballarena

Chevalier International introduces a game of skill and quick reflexes with the one- or two-player horizontal monitor video kit, *Ballarena*.

In *Ballarena*, players are challenged to remove balls from varying patterns displayed on the screen. Characters come on-screen to add interest during the eight-level game, a subtle mixture of a break-out and shooting game.

Features include a high-resolution picture offering 256 different colors, standard JAMMA connector, and normal or rotary joystick.

The game is suitable for standard upright cabinets or cocktail table cabinets. The game is from Sisteme, a French manufacturer.

For more information, or distributor referral, write Chevalier International Trading Service, 1088 Merle Ave., San Jose, CA 95125; (408) 298-4250; FAX (408) 287-7823.

New Wave, Rock N' Roll

Betson Enterprises introduces two new coin pushers with the six-player *New Wave* and the one-player *Rock N'Roll*.

New Wave is a hexagon-shaped pusher from Crompton. The eye-catching colors of hot pink, electric blue, and fluorescent green are sure to attract player attention. The game is designed to be a drawing piece for the center of any game room.

Features include a bonus slide the same as that found on the multi-player *Riviera* and one-player *Klondike* coin pushers. Cabinet construction is tubular stainless steel—a first for Crompton. Dimensions are six feet, 11 inches high by six feet across.

Rock N' Roll features reliable electronics, solid cabinet design, and increased player control. Players can move the coin entry chute, which is connected to a zig-zag plexiglass chute going all the way to the playfield. In this way, the player has complete accuracy in placing the coin or token where he desires.

The game may be operated as ticket-out or token-out. Dimensions are 26 inches wide, 31 inches deep, and 63 inches high.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; (800) 524-2342 or (201) 440-2200; FAX (201) 440-4463.

Micro Manufacturing

'Your path to the future'

What a Blast!

"Micro Manufacturings Pre-AMOT Volleyball Game"

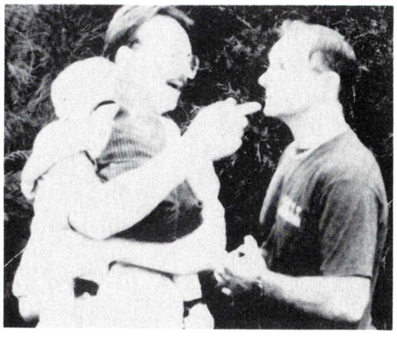
Thanks Mars!

Food, fun and fellowship! That was the name of the game at Micro's volleyball game. With the addition of several special guests, the turnout was a huge success.

As a Pre-AMOT blow-out, Mars Electronics provided a feast of food and refreshment at our weekly employee volleyball game. Employees, family and friends all gathered together at what turned out to be quite a party!

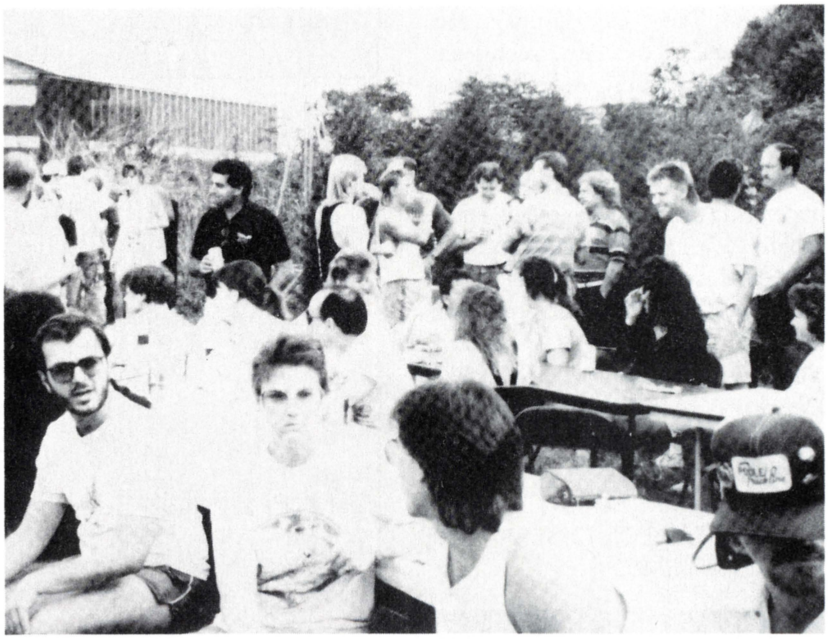
Among our guests, representing Mars Electronics, were Jerry Carr and Vince Di Vincenzo of James Ind.. Also Sound Leisure "Fathers" Kevin Moss and Allen Black, who brought to this country through Micro Manufacturing, their great Jukeboxes. Last but not least, Cris Caire from Playmeter magazine, who is putting together a company profile of Micro Mfg.

Mars, you throw a "Great Party"!



Jon Yarbrough and son are telling Jerry Carr, "How could you forget the M&M's?"

Can you tell that anyone over the age of ten is eating? There must be a Gold Medal for "pigging out".



Over 90 people attended!

Jukeboxes, Jukeboxes, Jukeboxes!

Semiconductor chip

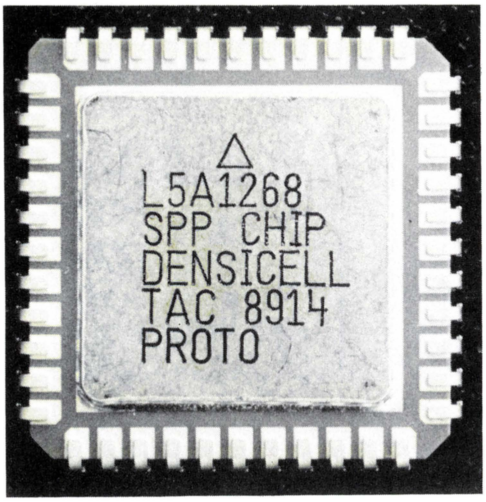
Densitron Corporation has unveiled the SPP-Densicell Chip, which provides a breakthrough in parallel processing technology. The chip is designed specifically as a universal building block for massively parallel processors, referred to as ''cellprocessors.''

Each chip has 64 identical computing cells in an 8 x 8 matrix. It is manufactured using 1.5 micron HCMOS technology and a gate speed equivalent to ECL 10k—faster than 74 STTL. All inputs and outputs are TTL compatible.

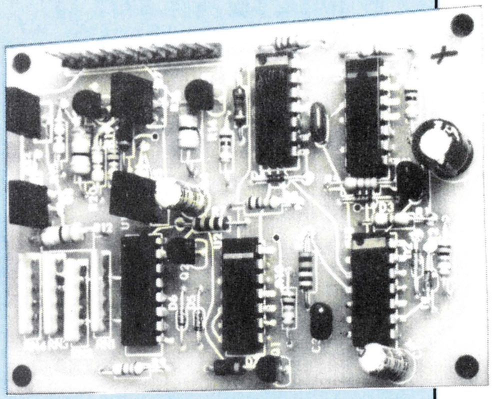
With a number of Densicells connected to form a cellular field, working in conjunction with a microcontroller, applications requiring a large number of bit manipulations can be conducted with ease. These include image processing and recognition, vector and matrix manipulation, associative processing, and fixed point arithmetic.

To allow prospective engineers, researchers, and programmers to understand this new technology, and to rapidly develop application software for the Densicell system, Densitron has introduced a development system and also provides full technical support. The price, at the 10-piece level, is $57. Delivery is 16 to 20 weeks.

For more information, contact Wendell Strike, Engineering Manager, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; (213) 530-3530; FAX (213) 325-8958.



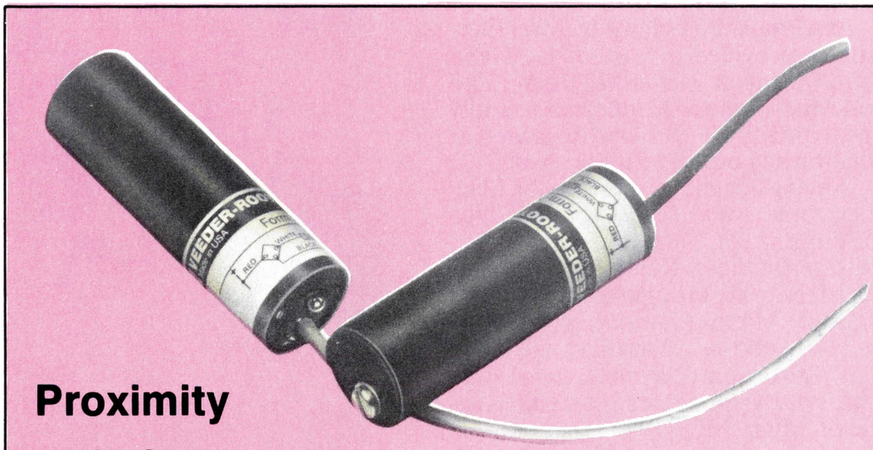
Alarm module



Scott Electronic Systems introduces an effective, inexpensive alarm module that is easily mounted within coin-op equipment. The TAM-161 alarm module sounds an audible alarm for 30 seconds, then resets. It connects to any normally open trigger switches and to a 4-8 ohm speaker.

The module has terminals available to connect an indicator LED, trip counter, and/or reset button. The unit can be powered from any 4.5 to 12 volt DC source. All connections are conveniently made to one 12-pin header. The module source fits almost anywhere; it's only 3-1/2'' x 2-1/2'' x 3/4''. The TAM-161 is priced at $26 to $39, depending on quantity.

For more information, contact Keith Kropf, Scott Electronic Systems, 310 Wall St., Joplin, MO 64801; (417) 781-2211.



Proximity switches

The Veeder-Root Co. has a new series of capacitive proximity switches, Series 6725. They feature a front connector that provides increased sensitivity and sensing range, allowing remote location of the sensing face. The switches detect all materials, not only metals.

The front connector allows the attachment of a two-inch-square sensing plate to increase sensing distance from the half-inch of a standard switch to one-and-a-half inches. This greater sensitivity provides the ability to detect even low-density materials.

Capacitive proximity switches have the ability to detect virtually any material, including liquids, glass, porcelain, ceramics, wood, leather, and rubber products. They are typically used in processing and manufacturing industries.

For more information, contact Steve Rosenthal, Electronic Products Manager, Veeder-Root Co., 125 Powder Forest Drive, P.O. Box 2003, Simsbury, CT 06070-2003; (203) 651-2700; FAX (203) 651-2750.

Bill,

I need to know ...

1. Should I rotate the Double Dragon at Quick Mart?
2. Did you want to put another machine into Zak's Pizza?
3. Should we sell one of our Main Events?
4. Do you want me to pull everything from Video Theatre this week?
5. Does Hilda have my collection reports ready for tomorrow?

Charles

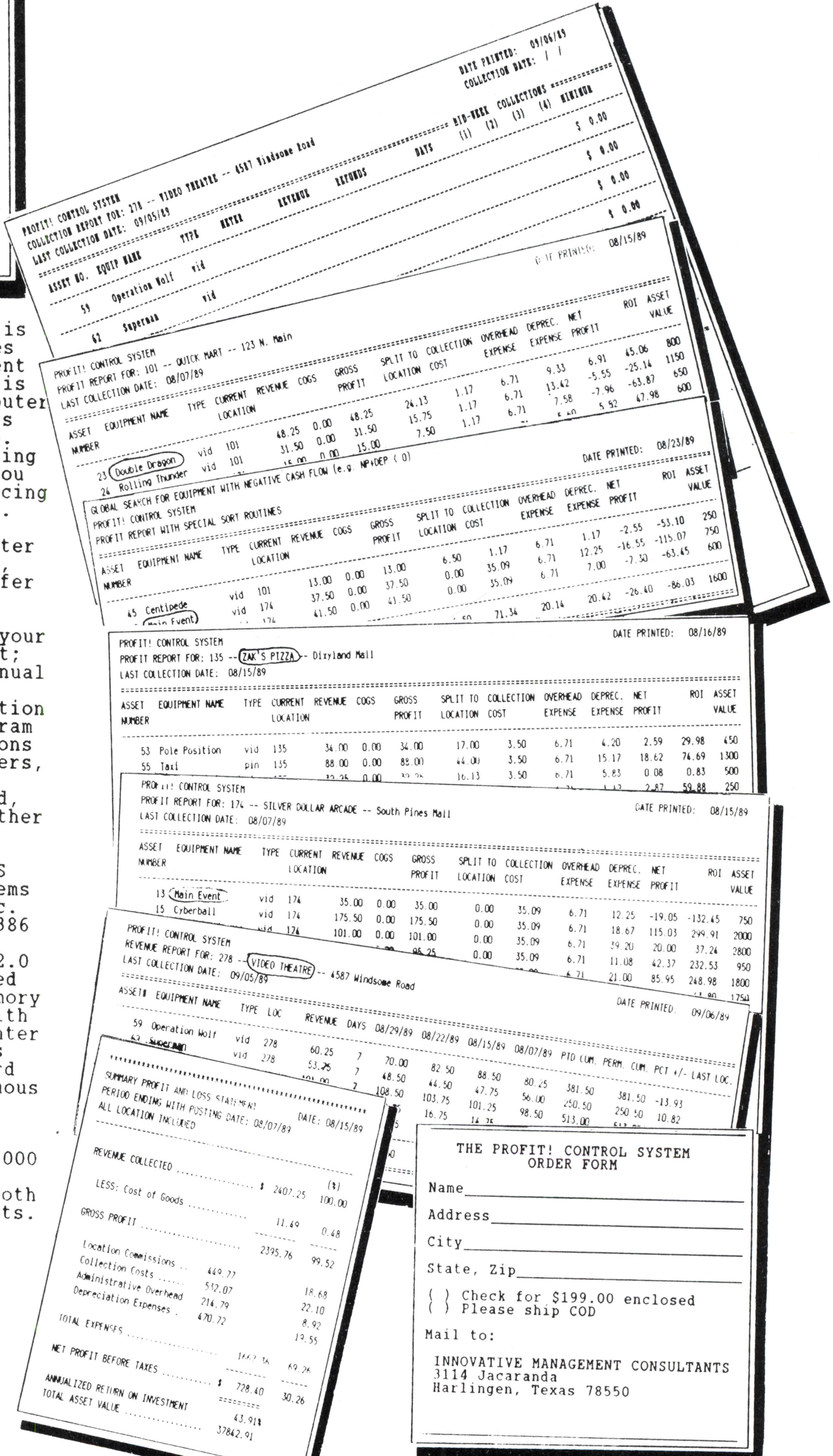
The PROFIT! CONTROL SYSTEM is computer software that takes control of all your amusement or vending equipment. Here is software for your microcomputer that calculates and delivers profits to your bottom line. It is not a general accounting package; its a system for you if you manage revenue-producing equipment (arcade or route). It makes every machine and every location a profit center and focuses on profits, ROI, collection histories, transfer dates, and meter readings.

And getting the answers to your questions is no great effort; our 70+ page instruction manual explains THE PROFIT CONTROL SYSTEM in detail. Installation is quick and using the program is easy. Entering collections is simple; equipment transfers, different token rates, and minimums are no problem. And, you never have to write another collection ticket by hand.

Here are the details. MS/DOS compatible for popular systems like IBM, Compaq, Tandy, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirement: Minimum 256k with two disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print, continuous paper feed recommended. Equipment Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Disk Format: All orders include both 3-1/2" and 5-1/4" disk formats.

HOW TO ORDER

Call (512)425-1918 to place your order. Give your name, address, and telephone number and we'll ship COD, or FAX your order to our FAX number (512)423-6661 and we will ship COD. You may also mail the order form along with your check for $195.00 plus $4.00 postage ($199.00)



```
PROFIT! CONTROL SYSTEM                                                   DATE PRINTED:  09/06/89
COLLECTION REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road        COLLECTION DATE:  / /
LAST COLLECTION DATE:  09/05/89
==================================================================== MID-WEEK COLLECTIONS ============
ASSET NO.  EQUIP NAME        TYPE   METER   REVENUE   REFUNDS   DAYS   (1)  (2)  (3)  (4)  MINIMUM
------------------------------------------------------------------------------------------------------
   59      Operation Wolf    vid                                                         $ 0.00
------------------------------------------------------------------------------------------------------
   62      Superman          vid                                                         $ 0.00
------------------------------------------------------------------------------------------------------
                                                                                         $ 0.00
------------------------------------------------------------------------------------------------------
                                                                                         $ 0.00
```

```
PROFIT! CONTROL SYSTEM                                                            DATE PRINTED:  08/15/89
PROFIT REPORT FOR: 101 -- QUICK MART -- 123 N. Main
LAST COLLECTION DATE:  08/07/89
=========================================================================================================
ASSET   EQUIPMENT NAME   TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET     ROI   ASSET
NUMBER                         LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT        VALUE
---------------------------------------------------------------------------------------------------------
 23 Double Dragon     vid   101       48.25   0.00   48.25   24.13     1.17       6.71     9.33     6.91   45.06   800
 24 Rolling Thunder   vid   101       31.50   0.00   31.50   15.75     1.17       6.71    13.42    -5.55  -25.14  1150
                                      15.00   0.00   15.00    7.50     1.17       6.71     7.58    -7.96  -63.87   650
                                                                                            5.60     5.52   47.98   600
```

```
GLOBAL SEARCH FOR EQUIPMENT WITH NEGATIVE CASH FLOW (e.g. NP+DEP < 0)                     DATE PRINTED:  08/23/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT WITH SPECIAL SORT ROUTINES
=========================================================================================================
ASSET   EQUIPMENT NAME   TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET     ROI   ASSET
NUMBER                         LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT        VALUE
---------------------------------------------------------------------------------------------------------
 45 Centipede         vid   101       13.00   0.00   13.00    6.50     1.17       6.71     1.17    -2.55   -53.10   250
    Main Event        vid   174       37.50   0.00   37.50    0.00    35.09       6.71    12.25   -16.55  -115.07   750
                          174         41.50   0.00   41.50    0.00    35.09       6.71     7.00    -7.30   -63.45   600
                                                                       71.34      20.14    20.62   -26.40   -86.03  1600
```

```
PROFIT! CONTROL SYSTEM                                                            DATE PRINTED:  08/16/89
PROFIT REPORT FOR: 135 -- ZAK'S PIZZA -- Dixyland Mall
LAST COLLECTION DATE:  08/15/89
=========================================================================================================
ASSET   EQUIPMENT NAME   TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET     ROI   ASSET
NUMBER                         LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT        VALUE
---------------------------------------------------------------------------------------------------------
 53 Pole Position     vid   135       34.00   0.00   34.00   17.00     3.50       6.71     4.20     2.59   29.98   450
 55 Taxi              pin   135       88.00   0.00   88.00   44.00     3.50       6.71    15.17    18.62   74.69  1300
                                      32.25   0.00   32.25   16.13     3.50       6.71     5.83     0.08    0.83   500
                                                                                            1.12     2.87   59.88   250
```

```
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 174 -- SILVER DOLLAR ARCADE -- South Pines Mall                DATE PRINTED:  08/15/89
LAST COLLECTION DATE:  08/07/89
=========================================================================================================
ASSET   EQUIPMENT NAME   TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET     ROI    ASSET
NUMBER                         LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT         VALUE
---------------------------------------------------------------------------------------------------------
 13 Main Event        vid   174       35.00   0.00   35.00    0.00    35.09       6.71    12.25   -19.05  -132.45   750
 15 Cyberball         vid   174      175.50   0.00  175.50    0.00    35.09       6.71    18.67   115.03   299.91  2000
                      vid   174      101.00   0.00  101.00    0.00    35.09       6.71    39.20    20.00    37.24  2800
                                                     95.25    0.00    35.09       6.71    11.08    42.37   232.53   950
                                                                                  6.71    21.00    85.95   248.98  1800
                                                                                                    41.80  1750
```

```
PROFIT! CONTROL SYSTEM
REVENUE REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE:  09/05/89                                                   DATE PRINTED:  09/06/89
=========================================================================================================
ASSET# EQUIPMENT NAME   TYPE  LOC   REVENUE  DAYS  08/29/89  08/22/89  08/15/89  08/07/89  PTD CUM.  PERM. CUM.  PCT +/- LAST LOC.
---------------------------------------------------------------------------------------------------------
 59 Operation Wolf     vid   278     60.25    7     70.00     82.50     88.50     80.25    381.50     381.50     -13.93
 62 Superman           vid   278     53.75    7     48.50     44.50     47.75     56.00    250.50     250.50      10.82
                                    101.00    7    108.50    103.75    101.25     98.50    513.00
                                                              16.75     14.75
```

```
**************************************************************
SUMMARY PROFIT AND LOSS STATEMENT
PERIOD ENDING WITH POSTING DATE: 08/07/89          DATE: 08/15/89
ALL LOCATION INCLUDED
--------------------------------------------------------------

REVENUE COLLECTED .................  $  2407.25      ($)
                                                   100.00
LESS: Cost of Goods ..............        11.49      0.48
                                      ---------    ------
GROSS PROFIT .....................      2395.76     99.52

  Location Commissions ..   449.77                  18.68
  Collection Costs ......   532.07                  22.10
  Administrative Overhead   214.79                   8.92
  Depreciation Expenses .   470.72                  19.55

TOTAL EXPENSES ...................      1667.36     69.26
                                      ---------    ------
NET PROFIT BEFORE TAXES ..........  $    728.40     30.26
                                      =========
ANNUALIZED RETURN ON INVESTMENT          43.91%
TOTAL ASSET VALUE ................     37842.91
```

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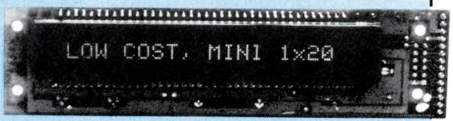
Harlingen, Texas 78550

Display module



The Industrial Products Division of IEE has added a new display to its "No Frills" line of FLIP vacuum-fluorescent display modules. This low-cost line of intelligent display modules is ideal for U.S. and European large-volume OEM applications. A microprocessor controller provides all scan, refresh, and data input/output operations.

The model, numbered 3601-92-020, displays one line of 20 characters. The on-board character generator provides the standard 96-character, U.S. ASCII character set, plus additional characters that include accented European letters. The module can also accept user-defined, down-loaded character patterns in a 5 x 7 dot matrix format.

The unit is priced at $65 each, in quantities of 100. Availability is four to six weeks ARO.

For more information, contact IEE, Industrial Products Division Sales Office, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311, ext. 418. □

Bill acceptor

Sunn International Industries has a new SBA-MK-I that easily upgrades all Ardac MBA $1 and $5 bill validators to also accept $10s and $20s. The state-of-the-art module installs quickly and easily into the present MBA control unit.

High security and built-in, transport, self-test features complement the design. New decals, an entry overlay, and a complete manual are included with the product.

For more information, contact Larry Whelchel, Sunn International Industries Inc., 624 Douglas Ave., Suite 1412, Altamonte Springs, FL 32714; (407) 774-9636; FAX (407) 682-7860.

Clear adhesive

Master Bond Inc. introduces a one-component adhesive/coating called UV15X-2 that's optically clear and UV curable. This system cures rapidly upon UV light exposure at room temperature.

When exposed to UV light, UV15X-2 produces durable, non-yellowing, chemically resistant bonds and coatings. Maximum absorption of UV energy takes place in the 250 to 360 nanometer range. The cured coating and adhesive can be used over the wide temperature range of -60 to 300 degrees Fahrenheit. Also, the bonds and coatings have excellent electrical insulation properties.

This product is available in syringe application and in half-pint, pint, quart, gallon, five-gallon, and drum units. Shelf life of this system in original, unopened containers is six months minimum.

The company also has a new substrate bonding chart for its epoxy adhesive systems. The table lists specific epoxy resin grades recommended for bonding specific substrates: metals, plastics, ceramics, and rubbers. Both room temperature and heat curing grades are shown.

For more information, contact James Brenner, Marketing Manager, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

Product catalog

A new supplement to Contact East's general catalog is available at no charge. This reference guide for service engineers, managers, and technicians offers a wide range of brand-name products for testing, repairing, and assembling electronic equipment.

Included in this update are many products in the following areas: linear power supplies, analog/digital oscilloscopes, SIMM/SIP memory testers, inspection products, soldering and desoldering equipment, soldering accessories, temperature and humidity chart recorders, static protection products, two-way radios, electronic adhesives, precision hand tools, and the company's exclusive line of tool kits.

All products are described in detail with specifications, full-color photos, and discounted pricing. Contact East's same-day shipment' policy assures fast delivery; orders received by 4 p.m. are shipped by 5 p.m. that day.

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New Oscilloscopes on pages 4 and 5

New Linear Power Supplies on page 48

New Inspection Products on page 7

New Desoldering Technology on page 3

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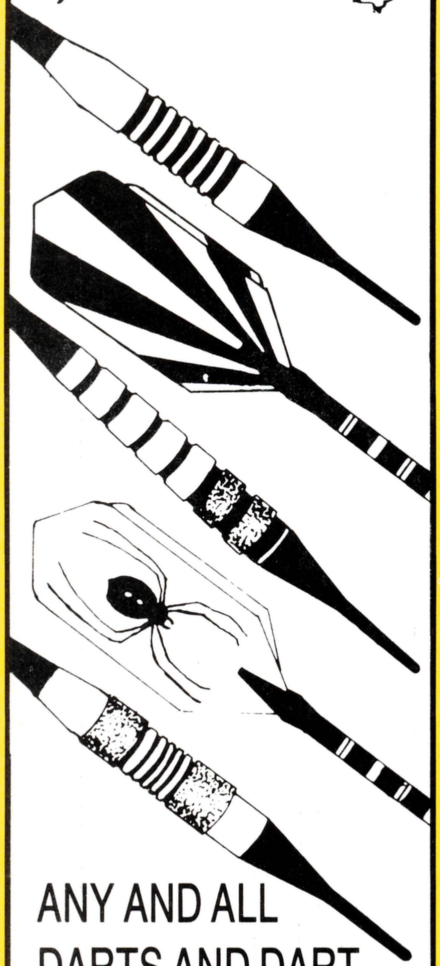

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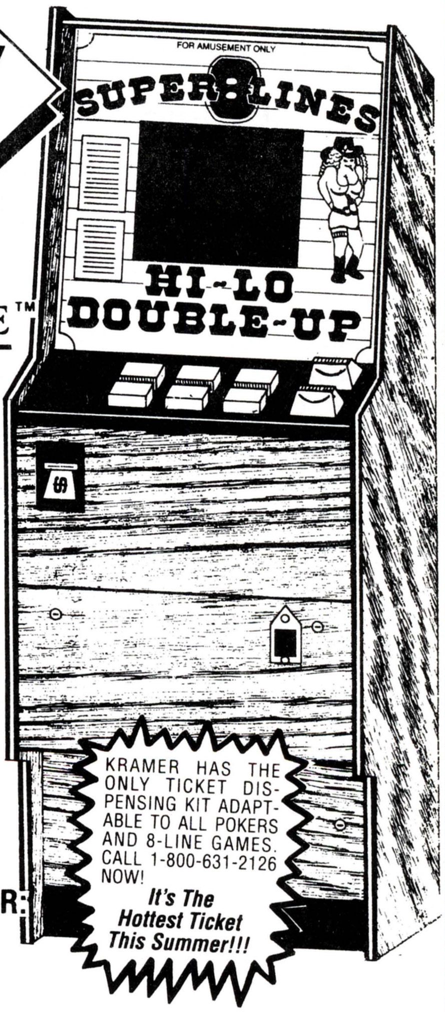

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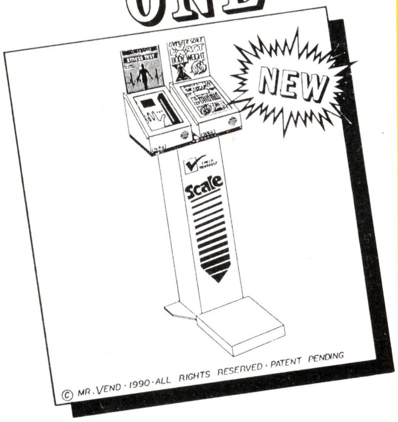

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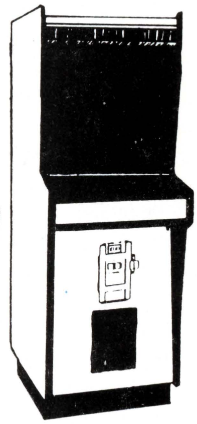

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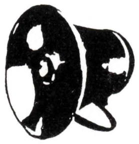

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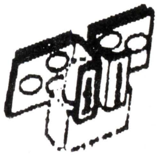

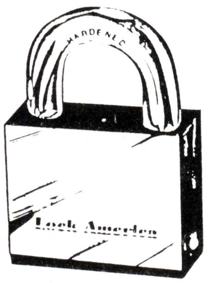

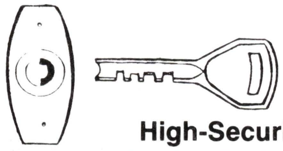

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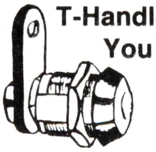

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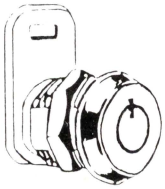

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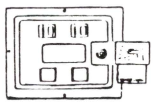

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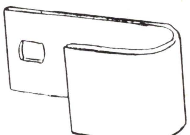

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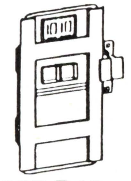

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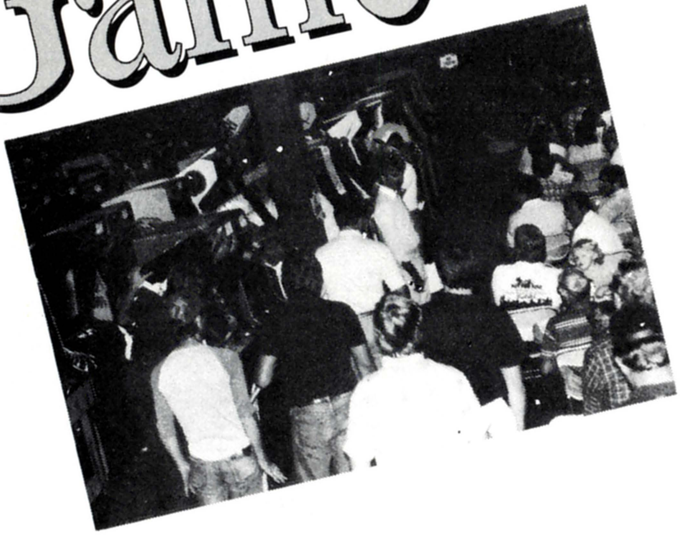

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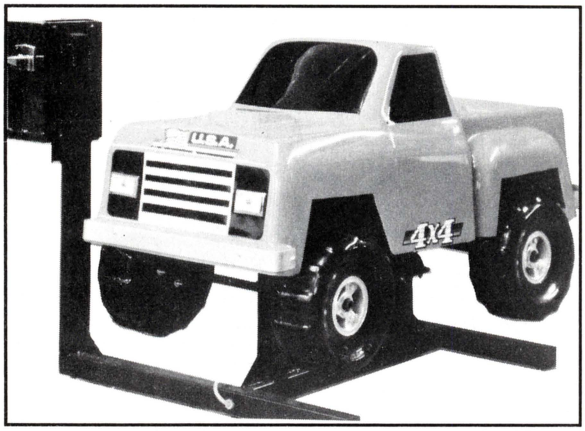

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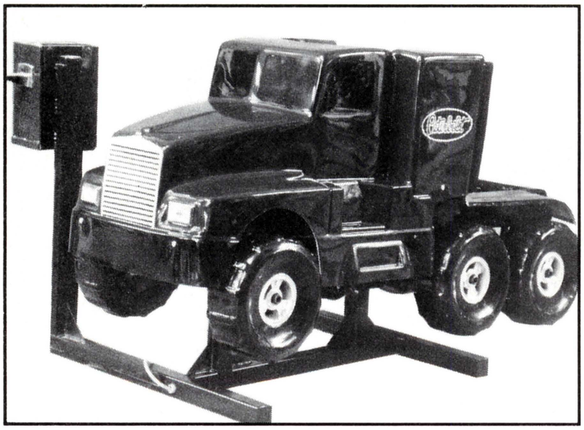

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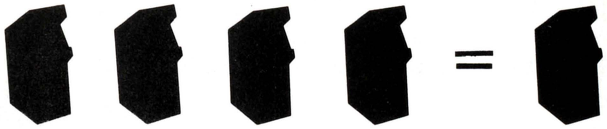

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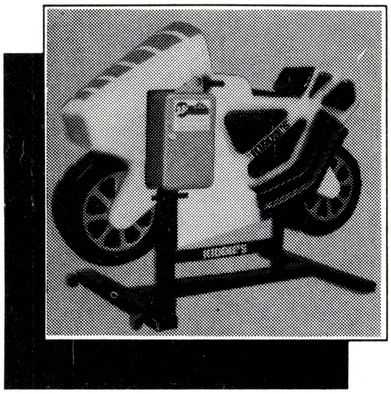

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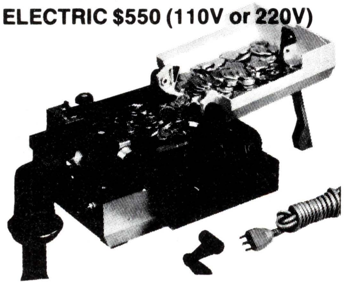

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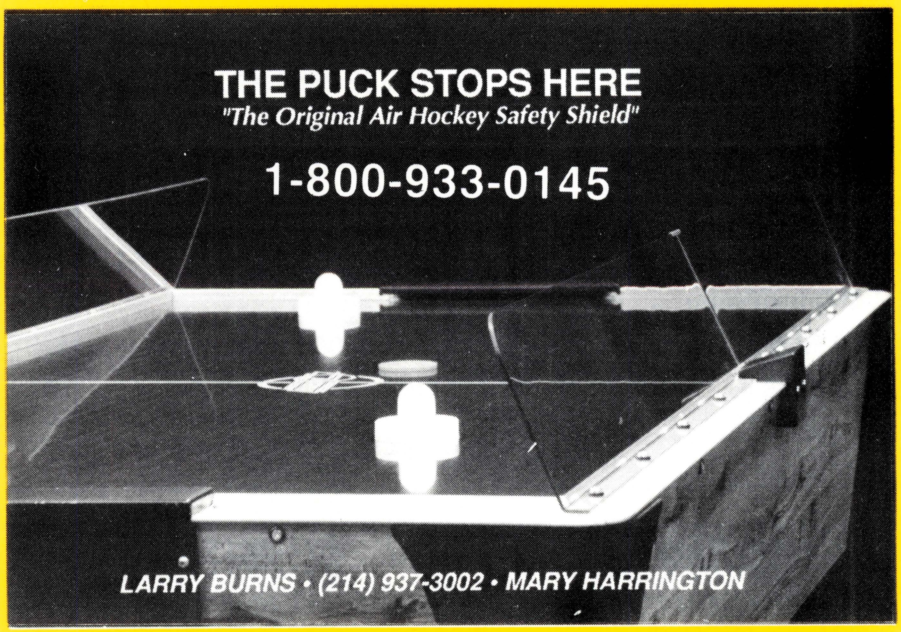

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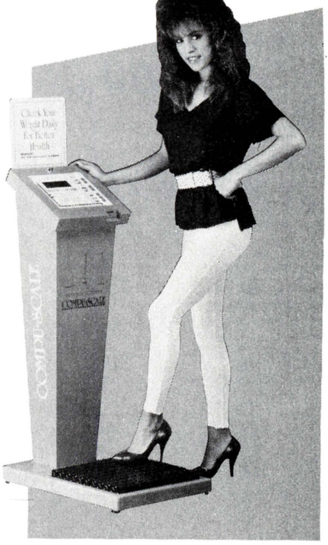

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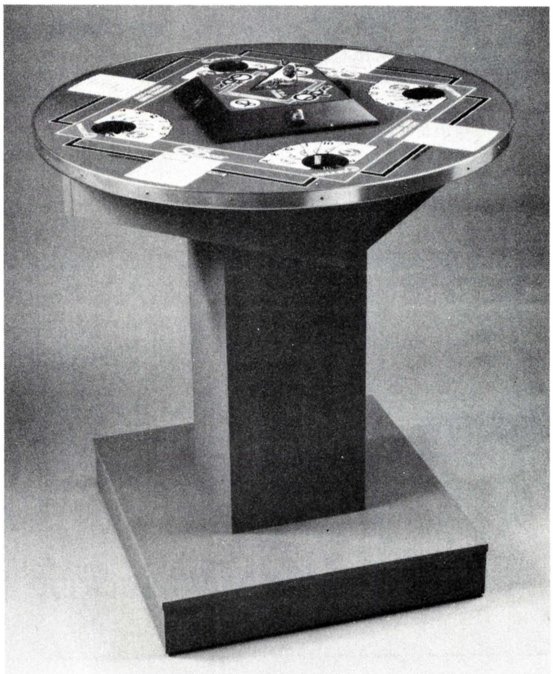

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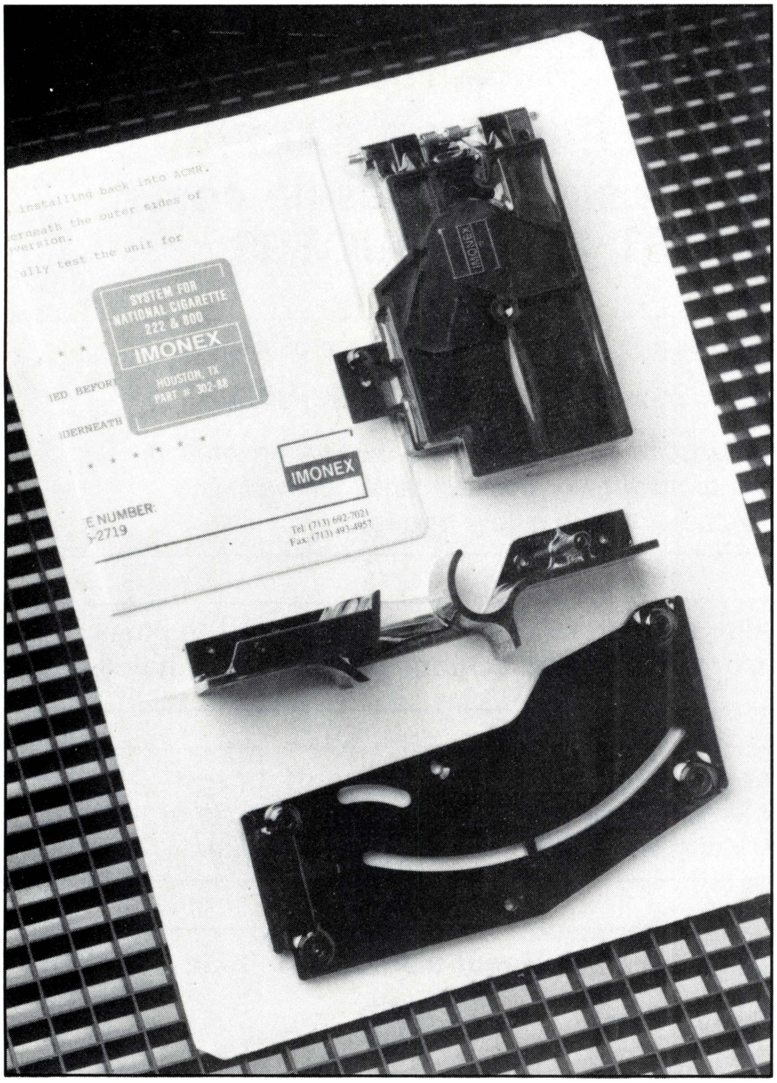
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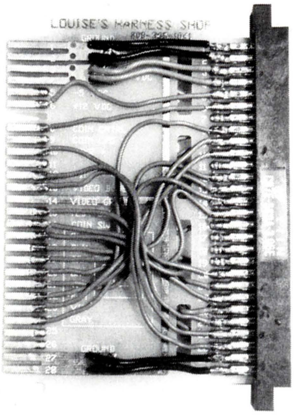

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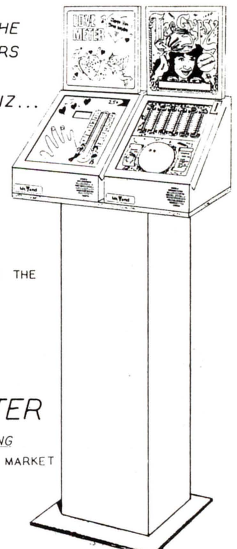

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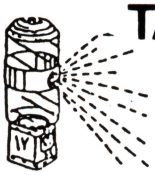

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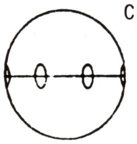

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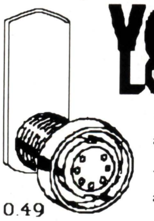

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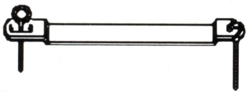

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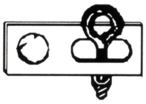

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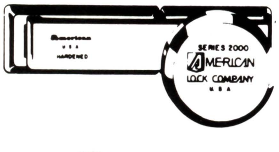

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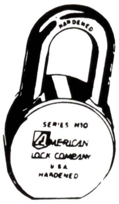

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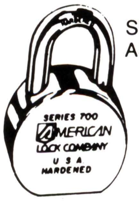

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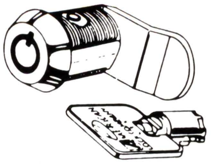

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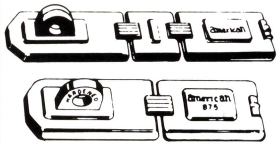

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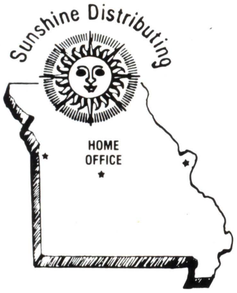

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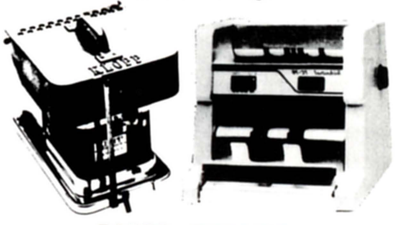

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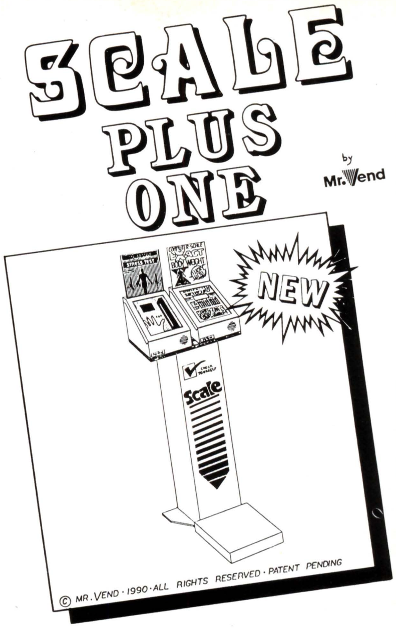
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Program #3 Power Supplies - Approximately 60 minutes

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September 13-16
North Carolina Coin Operators Association (NCCOA) Annual Convention and Trade Show, Charlotte Marriott Executive Park, Charlotte, N.C. Contact Bobby or Cindy Earp (919) 584-4833.

September 17-22
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October 2-4
World Gaming Congress and Expo '90, The Mirage, Las Vegas. Contact Gaming & Wagering Business (800) 223-9638 or (212) 594-4120; FAX (212) 714-0514.

October 11-14
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, Orange County Convention Civic Center, Orlando, Fla. Contact NAMA (312) 346-0370.

October 16-18
Amusement and Music Operators of Virginia (AMOV) Annual Convention and Trade Show, Virginia Beach, Va. Contact Charles Rowland (804) 262-9283.

October 25-27
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

October 29-Nov. 3
Randy Fromm's Arcade School, New Orleans. Contact Randy Fromm (619) 697-4035.

November 9-10
Pinball Expo '90 and Flip Out pinball tournament, Ramada O'Hare, Rosemont, Ill. Contact Robert Berk (800) 323-3547 or (216) 369-1192.

March 22-24 (1991)
American Coin Machine Expo (ACME), Bally's Hotel, Las Vegas. Contact Bill Glasgow Inc. (708) 333-9292.

International

October 3-4
JAMMA Trade Show, Ryutsu Centre, Tokyo. Contact JAMMA, Room 704, TBR Building, 2-10-2, Nagata-Cho, Choyada Ward, Tokyo 100; Tel. 03-593-2562.

October 3-5
Spanish Amusement Trade Show, Fer '90 International, Palace of Victoria Eugenia, Barcelona, Spain. Contact Fer '90 International. Secretaria General, Avda Diagonal, 474-08006 Barcelona. Telex 50227 NRTL, FAX (93) 415-00-95, Tel (93) 218-58-50.

October 25-27
Park Show International, trade show of attractions and amusement park equipment, Rimini Exhibition Centre, Rimini, Italy. Write Ente Autonomo Fiera Di Rimini, 487037 Rimini, C.P. 300; Tel. 05417111; Telex 550844 Fierim I; FAX 0541774313.

January 7-11 (1991)
Amusement Trades Exhibition International (ATEI), Grand Hall Gallery, Olympia, London. Contact Margaret Turner, Malcolm McIntyre Consultancy, Crusader House, 14 Pall Mall, London SW1Y 5LU, Tel. 071-839-1461; FAX 071-925-2206.

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THE LAST WORD

Keep an eye out for those novelty games

The relationship was progressing nicely. She was becoming more tolerant of my penchant for reckless driving, foul language, and overall unpredictable behavior. As we set out on our fourth date, I suspected that she might even be ready to bring me home to meet mama.

After dining at a stylish Cajun restaurant, we turned our attention to a watering hole on Tchoupitoulas Street. ''What'll you have, darling sweetheart of mine?'' I asked. ''Nothing at all. Being with you is intoxicating enough,'' she replied in a sultry, Kathleen Turner-like voice.

''Be cool, Caire,'' I thought to myself. ''Don't blow it like you always do.''

Making our way through the bar, we came upon some coin-op games in one of the corners. She made mention of my writing for this magazine and mistakenly presumed that I could show her how to play one of the videos. ''I'd love to, honey, but this game just came out; I haven't had time to master it yet,'' I said, wiping away beads of sweat that suddenly appeared on my brow.

''Aw, that's too bad,'' she said. ''*Asteroids* looks like a fun game.''

Next to the wall was a strength-testing novelty piece. What a great chance to show off! ''Come watch a he-man in action,'' I beckoned in a boasting tone.

I popped in a quarter and rolled up my right shirt sleeve. Unfortunately, I neglected to remember the cumulative potency of five Ramos Gin Fizzes. Like Samson with his locks shorn, I was sapped of all my strength. After a few moments of ridiculous grunting and groaning, it was over.

''How'd you do, bruiser?'' she said sarcastically. I peered up at the scoreboard. It flashed ''LIMP WRIST'' for all to see. Humiliated, I ordered another drink and contemplated my navel.

Seeking to uplift my spirits, she motioned me over to another novelty piece, one that measured a couple's compatibility. Being told of impending marital bliss would certainly put the night back on an even keel.

She volunteered to put a quarter in the machine (a surprisingly large expenditure for this neo-feminist, who lets me pay for *everything*). We clasped hands tightly, eager for the wonderful news.

Out came the computer card. It read: ''Don't do it! Your marriage would end up in a divorce three months after walking down the aisle. Hey buddy, she snores like a mountain goat. Look out, toots, he watches midget wrestling on ESPN 'til 3 a.m. Call it off now, while there's still time!''

She looked crushed. ''Now honey, you know you can't put any stock in these novelty machines,'' I said. ''They're strictly for amusement. Forget it.'' Another woman who had apparently been watching us came up to me and whispered something into my ear.

''I bet the machine thinks we'd be *purrr-fect* together,'' said The Other Woman. Oh-oh. Think fast.

''Baby, you don't mind if I get a compatibility card with her, do you?'' I asked nervously. ''It's just for kicks to get her out of my hair. Be right back.'' Rigor mortis had struck her face. She nodded ever-so-slightly.

The Other Woman popped in a quarter. The machine spit out the card—and sealed my doom. ''Don't bother with the ceremony. Elope immediately. Love this true can't wait another moment!''

''When do we leave?'' asked The Other Woman, grinning like a Cheshire cat.

My date raced over to me and got up in my face. ''You snake! I knew you never loved me. Take that tramp home with you if you want; I'm calling a cab. Don't phone me ever again!''

''Honey, wait!'' I yelled, running out of the bar after her. ''It's only an amusement machine. Don't believe everything it says! Let's have coffee and talk about it!''

Too late. I went back inside, only to find that the mysterious Other Woman had disappeared also. I started to put a quarter into a machine that tests your sobriety, but I was out of change and decided to risk driving home.

Sure enough, the police pulled me over on St. Charles Avenue for running a red light. The officer gave me a breath test; I failed it.

''Son, I know that bar has a sobriety-testing machine. You shoulda invested a quarter. Now I have to take you to jail.''

Two large inmates beat me up so badly that I lay near death. The priest came to the hospital to read me my last rites. Just then...the telephone rang.

''Wake up, Chris! I knew you shouldn't have taken an afternoon nap. You were supposed to have picked me up for our date 30 minutes ago! Hurry up!''

Whew, what a nightmare! Novelty games are ''for amusement only,'' eh? I'm not so sure. □

Christopher Caire

Christopher Caire
News Editor

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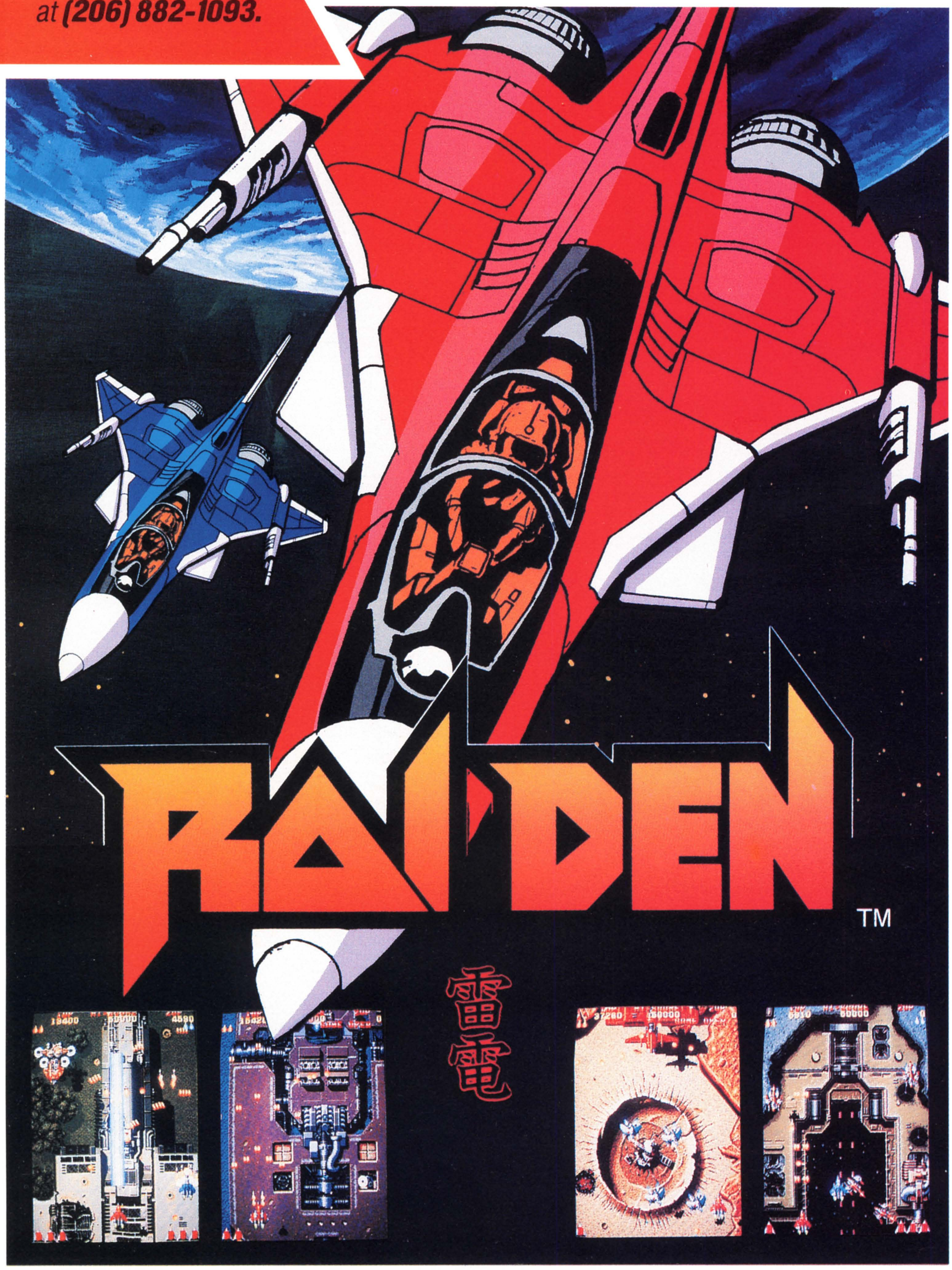

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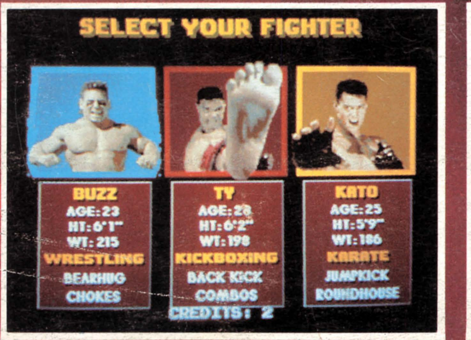
The Fighting Machine


SELECT YOUR FIGHTER

BUZZ
AGE: 23
HT: 6'1"
WT: 215
WRESTLING
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TY
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HT: 6'2"
WT: 198
KICKBOXING
BACK KICK
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KATO
AGE: 25
HT: 5'9"
WT: 186
KARATE
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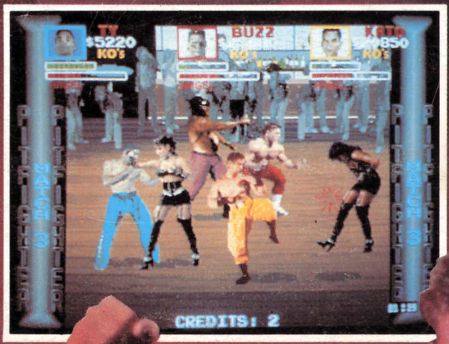
CREDITS: 2

Select one of three skilled masters.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KO's
BUZZ
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KATO
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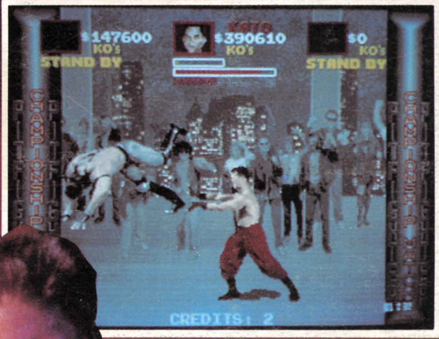
MATCH 3
CREDITS: 2

Up to three can play!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